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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. VI.

NEW YORK, MARCH 23, 1892.

No. 12.

Instructions:

These are the instructions followed at Rowell's Advertising Bureau, at No. 10 Spruce St., New York, in disposing of communications received from persons who wish to advertise.

If a man wants us to do his advertising, do it—
if his credit is good.

If he tells us what to do, do as he says.

If he wishes advice, and instructs us to serve him the best we know how, be sure to deserve the confidence.

If he wants an essay written for him on the subject of advertising, refer him to our published efforts in that direction, also the price at which they are to be had.

If he doesn't seem to know *what he wants*, send him a circular.

It often happens that a very small expenditure in advertising is contemplated by a person who has no clear idea as to what publications should be taken or of the cost. Such a person always does well to send a copy of the advertisement to us (or furnish us with such information as will enable us to prepare it in proper form in our own office), together with a check for the amount to which it has been determined to limit the expenditure, and leave the selection of papers and the number of insertions in each paper to be determined by our experience and judgment. In that way he gets best service for the money, the work is properly done, and no time is lost in correspondence. Address ROWELL'S ADVERTISING BUREAU, 10 Spruce St., New York.

Why ?

Yes, why is it that more than three-quarters of the advertising in the 1400 local papers of the ATLANTIC COAST LISTS is received from long-time advertisers, who renew their contracts from year to year ?

Why is it that these same advertisers renew their contracts yearly ?

Because

Yearly advertising, when properly constructed, pays in the ATLANTIC COAST LISTS, and bright advertisers, when they find proved-paying mediums, hold on to them rather than do much experimenting.



Bright Men are the Ones to Follow.

Catalogue and full information upon request.

Atlantic Coast Lists,
134 Leonard St., New York.

PRINTERS' INK.

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NEW YORK, MARCH 23, 1892.

No. 12.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, March 5, 1892.

I had a long talk the other day with Mr. Samuel Clarke, proprietor of Clarke's Night-lights, Fairy Lamps, etc., and an advertiser of very long standing. He is a fine old man of business, full of energy and enthusiasm, and carrying his seventy odd years very lightly. "I walk sixty miles a week," he said, "winter and summer"—which is a good record. He is a firm believer in newspaper advertising, and conducts that department of the concern single-handed. Here are a few of his opinions, and some facts in relation to his business.

* * * * *

"We have about a couple of hundred workers at the factory—about a hundred and twenty of them women—and the same number working at their own homes, the latter making boxes and twisting wicks. There was no advertising done before my time. The business was started, as a candle manufactory, by my father and elder brother. Yes, I am more than satisfied with advertising, and the business would not be where it is, or anywhere near it, if we did not advertise. The more I do, the better I am pleased with it. Most of it is done through agents—Crossley, Moir & Co.—but I deal with a few papers direct."

"I suppose yours is not a business for all the year round," I said.

"Well, not quite. We make our largest effort in the winter; but I keep a little going all the year round. One year we stopped advertising altogether in the summer, but it was a mistake, and we lost more than we saved and had to spend more money in picking up lost ground."

* * * * *

A good many bright ideas have illuminated Mr. Clarke's Night-light advertising. The famous "Burglar's Horror" was his. It is the name of a small night-lamp, advertised by the picture of

a larcenous individual of the Bill Sykes persuasion, who, alarmed by this silent watcher, was represented as retiring in dismay from a house thus guarded—which is a new (night) light on the manners and customs of the burglarious profession. The firm is also great on baby-food warmers, bronchitis kettles, vaporizers, inhalers, and a remarkably pretty and artistic system of illumination for conservatories, etc., called "fairy-lamps."

I asked him what he thought of the change of copy question. "I think it is well to change copy often enough to avoid staleness," he said; "but when an advertisement has done good service, it is sure to be worth reviving at some date. I think an 'old friend' turning up again has a pleasant effect. On the other hand, the efficacy of an advertisement wears off for a while if it appears too often."

* * * * *

The proprietor of a London weekly has hit on a curious mode of using up unsold back numbers. He cuts them up into small discs, including the cover, and by hydraulic pressure and other means moulds them into walking-sticks, which present a mottled and ringed appearance, owing to the printers' ink showing at the edges of the white paper, and to the regular succession of rings from the colored cover, which is of a singularly atrocious pink. "To such base uses do we come at last!"

* * * * *

The recognized commercial status of newspaper space as a commodity is illustrated by the practice which some advertising agents have adopted of buying up certain specified positions, in which they thus secure a monopoly. Of course, there is not the least difference, from the standpoint of economic science, between a shilling's worth of newspaper space and a shilling's worth of, say, lead pencils, and it had never occurred to me that any one could imagine any distinction until the difficulty which PRINTERS' INK has been having with the Post-Office en-

lightened me. The following advertisement is a still more recondite matter, and one well calculated to exercise the erudite acuteness of the American Postal Department—for it is a *newspaper advertisement of newspaper space*. How is that for Mr. Wanamaker's young men?

WILLING'S, 125, Strand, W.C.
ADVERTISEMENTS inserted in the DAILY NEWS, and in all London, Provincial and Foreign Newspapers.

EXCEPTIONAL TERMS for a SERIES.
Sole Contractors for the SPECIAL CORNERS on Top of Front Page of the

MORNING STANDARD,
EVENING STANDARD,
MORNING ADVERTISER,
PEOPLE, and

Corners on pages 2, 3 and 6 of THE GLOBE.
Sole Agents for all Advertisements in the OFFICIAL GOVERNMENT POLICE GAZETTE.

WILLING'S, 125, Strand, W.C.
Branch Offices: 162, Piccadilly, W.

Telegraph Address, "Willing's, London."
Telephone, No. 2773.

* * * * *

American newspapers are much better off than ours, however, except in the case of very heavy English ones. Here the postage on any newspaper, recognized and registered as such at the General Post-Office, is one halfpenny—namely, one cent—to any part of the United Kingdom, irrespective of weight. Thus PRINTERS' INK, being registered, would go no cheaper, in any number, than the *Chemist and Druggist*, for example, which weighs over ten times as much. A newspaper is defined as a periodical, printed and published at intervals of not more than seven days, bearing its name at the top of every page, and such that the greater portion consists of news or comments on news. But the definition is, in practice, often stretched. Thus, the Postal Guide says nothing about supplements or about their contents: so trade and class periodicals number their advertising portions as a supplement, and still get within the rule. Moreover, by a tacit extension, many publications which do *not* consist mainly of news or comments thereon are let in. The postage on printed matter and books other than newspapers is at the rate of a halfpenny for every two ounces or fraction thereof. All postage is, as a rule, paid in stamps, but on large numbers it can be paid in *coin* (checks not taken), providing the packages are all made to face one way and are tied up by the sender in bundles of 60 or 120. The charge is a halfpenny per package under 200, just as if prepaid by stamps; so that there is no

money gain, but only an increased convenience, by this plan. Each package is treated as a separate transaction, in either case, and is subject to a minimum postage. This plan does not apply to newspapers at all. They *must* be stamped separately.

* * * * *

One of the most striking of out-door signs lately brought into prominence here is an enormous thermometer, in a frame of enamelled metal, affixed to doors of stationers' shops. It is about four feet in length; the fluid seems to be colored alcohol; the degrees are of course so large as to enable one to read off the temperature from the other side of a wide street, on doing which one is not likely to miss the advertisement, thus:

STEPHENS'

INKS.

FOR ALL

TEMPERATURES.

This is brought out by the manufacturer and inventor of the well-known blue-black writing fluid, such as the late Richard A. Proctor, the astronomer, used to abhor so heartily and denounce with such characteristic and amusing vehemence.

THREE STYLES OF ILLUSTRATED ADVERTISING.

By Geo. E. Walsh.

The use of pictures in advertising is not new, but art in advertising is of recent development. The coarse and repulsive pictures of a generation ago, which were used by advertisers, do not reflect the taste of the age nor properly draw attention to the goods to be sold.

In using illustrations for advertising purposes one should confine himself to one of several classes of pictures. The superb work of art—the real product of a high-grade artist—comes first. The intrinsic value of the picture will attract notice. It must be so superior to the common grade of pictures that the artistic eye instinctively singles it out from the others and dwells upon it. It is probably the most effective way of advertising, but it is also the most expensive.

The timely, popular picture, which reflects some current idea or thought, and then leads gradually to another

matter, requires study and genius to manufacture. It is the art of the journalist to do this. It holds the same relation to art as journalism does to literature. It is more popular with the masses than the higher products of genius, which require training and education to appreciate. Such an illustration must attract attention by its very timeliness—by the manner in which it interprets passing important questions of the day. The reader at first thinks that it is an illustrated article for him to read, and if the wording which follows is appropriate he finds himself reading the whole article before he realizes the full import of the production.

The comic pictures follow the other two as a means of attracting attention. These must be truly humorous, and not a strain after an effect. So popular has this become that some of the leading magazines employ the best comic artists to make series of funny pictures to scatter through the advertising pages of the periodicals. The reader is thus forced to turn the leaves in the back of the magazine, where the advertisers display their wares for sale. Truly comic pictures will be studied by the most obtuse mind, and if a joke is connected with the illustration they will heartily appreciate it, even if it does lead into something never anticipated.

All of this requires art. It demands attention. It necessitates study—in short, special work. It is art in advertising, and one must make a specialty of this to produce the best results.

NOTES AND CRITICISMS ON ADVERTISING TYPOGRAPHY.

By an Old Printer.

Much advertising is now done in the elevated cars. I doubt whether it pays very well, but it seems to attract the advertiser. Among the most persistent are some people who have a kind of catsup known as "tomatoketchup," all in one word and printed in red. The mixture is a good one, but in the desire of the advertisers to obtain the effect of a red line, without paying much extra for it, they have had great numbers of cards bearing this mystic word printed before the black, and then have endeavored to fit the black in around it. As the notices are of different lengths, we often see the sentence end without a period when there should be one, because at the time the

red was impressed it was not known where the phrase would come, and again the period is found where it should not be. Great gaps of white are often to be seen on either side of the rubric. Much of the charm of a good advertisement consists in having one part well fitted to another.

I am reminded by this that it is too frequently the case that more red is used in advertisements than is necessary. No bill, poster or circular should contain one-half or one-third red—a quarter or a fifth is often too much. An ordinary page in black is lightened up very much by a single letter in red, perhaps not over half an inch high, and wide in proportion. Yet the page will possibly be seven inches by four. A red line around the page should be of a pearl thickness. This brightens the whole, while a heavy line would glare. A very effective way to give point to matter in a circular is to underline in red the emphatic words. To do this a brass rule having a body as thick as a lead should be turned upside down. On a very open circular the most emphatic words can be put in a panel, like



this, although then they need to be set off from the enclosed matter by at least a lead.

Few advertisers appreciate the importance of going to a first-rate job office to get their advertisements set. I am of course speaking of the men who do general advertising. The best establishments have many more varieties of type, it is apt to be newer, and a man of judgment is more likely to be at the head of affairs. An electrotype is never as sharp as type, and good results can never be had from old or battered letters. On the other hand, some printers who have good offices want your favors to look "fine." Gingerbread work, or that which involves much difficulty, pleases them. Override this at once. The object of an advertisement is that the reader may take notice, and most readers are too indolent to do so unless provoked to it. Plain, readable type only should be used. It may be fanciful, but it should be legible. Set it up, over and over again, till it pleases you. You are the judge, not the printer. At the same time his rules are most likely to be sound ones, founded on experience.

If the copy is very baffling, have it set up in two or three offices. An advertisement which will cost in one form ten thousand dollars before its matter and shape are changed, fully warrants an expenditure of thirty or forty dollars to get it straight, in the first place.

Means' circular about advertising, addressed to the dealers in his shoes, makes me think of the early days of the war, when I published a country paper in the interior. Agents from the great medicine concerns used to come around and visit us, as they had the newspapers on which I had been employed as apprentice and journeyman before the war. Such an agent generally had a carpet-bag, filled with cuts. He first inquired as to circulation, and then as to price. Say that was fifty dollars a column a year. He would gaze at us, as we expatiated upon the benefits he would reap, and then calmly say: "I will give you twelve dollars for half a column, reading notices once a month." He would then draw out twelve reading notices, a stereotype rather longer than half a column, and a contract. While you were considering it his pocket-book opened and twelve dollars were extracted. Your virtue evaporated, for did not the oldest boy need a pair of shoes, the wife a calico dress, and yourself a hat? The sum was accepted and the contract signed. Often, indeed, so good a price would not be given.

STILL NOT PERFECT.

Mr. J. M. Page, of the *Democrat*, published at Jerseyville, Ill., and corresponding secretary of the National Editorial Association, writes as follows:

JERSEYVILLE, Ill., March 8, 1892.

Publishers' PRINTERS' INK:

I noticed in *PRINTERS' INK* of March 2d reference to bills in Congress pertaining to newspapers and publications. The bill commented on was amended previous to the publication, but I presume you did not see it. I, therefore, send one to you as it is amended. I do not think it will injure any "country newspaper."

Yours,
J. M. PAGE,
Cor. Sec., N. E. A.

Following is a copy of the bill, as amended, and referred to the Committee on Post-Offices and Post Roads:

H. R. 6917.

Mr. Scott introduced the following bill:

A BILL

To amend the postal laws so as to prohibit advertising sheets from being transmitted as second-class matter and limiting the number of sample copies that may be mailed at second-class rates.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled: That publications of the second class, except as provided in section twenty-five of the act of March third, eighteen hundred and seventy-nine, when sent by the publisher thereof and from the office of publication, including sample copies, or when sent from a news agency to actual subscribers thereto or to other news agents, shall be entitled to transmission through the mails at one cent per pound or fraction thereof, such postage to be paid as now provided by law: *Provided*, That hereafter no publisher shall be permitted to mail sample copies of newspapers or periodicals (after the first issue of the same) in excess of one-half the number thereof mailed at the same time to regular subscribers, except at the rate of postage applicable to transient second-class matter, that is to say, one cent for every four ounces or fraction thereof, payable by stamps attached, every sample copy to be plainly marked as such before being deposited in the office for mailing, and to be exactly the same as some regular issue of the publication of which it purports to be a sample: *Provided*, That the right to mail sample copies, except at the rate of one cent for every four ounces or fraction thereof, payable as aforesaid, shall be absolutely denied to any newspaper or periodical the publisher of which guarantees to advertisers or others a specific circulation thereof in excess of the number actually subscribed for or sold, and to (all trade or special publications) the publishers of which are engaged in such trade or special business, or whose trade or special business is advertised in such publication, and the publishers of said trade or special publications exclude advertisements of competitors engaged in the same trade or business.

Sec. 2. That all acts and parts of acts inconsistent herewith are hereby repealed.

It is not difficult to understand how a resolution endorsing such a bill could be introduced into the hurried session of an editorial convention, and be passed without much opposition. But if the bill in its present form should ever become a law, serious questions as to its meaning and application would be certain to arise.

After a great deal of study of the last dozen lines of Mr. Scott's bill, *PRINTERS' INK* is unable to make out what it does mean. Probably, however, it is intended that a trade or class publication must not be issued by a person engaged in a kindred business, but the bill, as amended, will permit a country publisher to keep his job office.

It will be remembered that *PRINTERS' INK* called attention to the fact that this bill, as originally drawn, would drive half the country papers out of existence.

PRINTERS' INK doesn't much care what the law about postage on second-class matter may be, but it would very much like to have it so worded that an ordinary individual can comprehend its requirements and conditions.

A LITERARY SUCCESS.

The papers are all after me—
They say they like my "style";
The "little things" that I "dash off"
Are welcomed with a smile.

The products of my pen they'll print
On any page I say,
And if I hint at an "encore"
They'll use them every day.

'Tis not alone in dailies big
That you my work may scan,
Nor yet in pious papers or
Those of the "funny man."

The ponderous monthly magazines,
The organ of the Knights,
"The Farmer's Weekly Guide to Wealth,"
"The Friend of Woman's Rights,"

The sheets that claim to be "inside"
With "shrewd investors' tips,"
The obscure prints and those that are
On everybody's lips,

The mouth-pieces of lawyers and
Of devotees of art,
Of plumbers and of architects,
Of mine, and mill, and mart,

In English, German, French and Swiss,
Welsh, Swedish and Armenian,
Norwegian, Russian, Portuguese,
Italian and Bohemian—

All publications, in all tongues
Within our mortal ken,
Are mighty glad when they receive
A tid-bit from my pen.

"The editors" ne'er sign and send
A printed document
To tell me that my manuscript
Were better never sent;

Nor do they pat me on the head
And say that, though declined,
My screed "no merit wholly lacks"—
So kind! so very kind!

I do not claim to rank with James
Or Howells or such lads;
Yet my work "goes"—because I make
My living *writing "ads."*
ARTHUR ELLIOT SPROUL.

A KANSAS OPINION.

There is no debt with so much prejudice
put off as that of justice.—*Plutarch.*

Modern progress in trade has given
rise to a novel class of periodicals called
"trade organs" devoted to the inter-
ests of special classes of business.
So rapid has been the development of
these periodicals that there are many
trades which depend upon them for in-
formation essential to business success.
A month ago the *Capital* referred to
a decision by the Post-Office Depart-
ment depriving one of the most im-
portant of these papers, called PRINT-
ERS' INK, of its rights as second-class
mail matter on the ground that its
principal object was to advertise the
business of its proprietor.

This does an injustice not only to
Mr. Rowell but to the newspapers of
the country and an enormous clientele
of advertisers who look to PRINTERS'
INK for suggestions in advertising
methods and mediums, and either the
decision should, in justice, be reversed
or else the laws should be revised. We
do not know, nor does the Post-Office
Department, what Mr. Rowell's prin-
cipal object may have been in establish-
ing PRINTERS' INK, but it is a trade
paper valuable to every newspaper and
every advertiser in the country. The
value which the *Capital* sets upon it
may be apprehended from the fact that
we regularly subscribe to fifty copies of
PRINTERS' INK and order them sent to
merchants in this city and vicinity. It
is one of our most desirable exchanges,
also, and an interpretation of the law
which imposes upon PRINTERS' INK
additional postage of over \$700 per
week argues either a misapprehension
of the character of the periodical or a
law badly framed to protect business
progress. The shortest and safest way
out of the muddle would doubtless be
a revision of the law bringing it down
to fit modern times.—*Topeka, Kan.,
Capital, March 9, 1892.*

NOT PROFITABLE.

From the New York Mercury.

The failure of W. B. Riker & Co., the Sixth
avenue druggists, who were practically the
originators of cut prices in the drug trade,
shows that large sales were not the result of
low prices. In addition to cutting the retail
price of standard medicines, Riker made up a
full line of similar remedies bearing his name,
which were sold in preference to the standard
preparation whenever possible. Riker & Co.
engaged in this business on a large scale and
spent considerable money in endeavoring to
find a market for their goods. The failure
was a surprise to druggists and the public.
Cut-rates and substitution don't pay in the
long run.

NEWSPAPER REPORTING IN CHICAGO.

From Chicago Figaro.

*** "Interviews" of this sort are largely
responsible for the pert remarks foreign news-
papers are in the habit of making at the ex-
pense of their American contemporaries. Not
the least amusing feature of the article was
the reporter's evident delight in his own im-
portance. Rarely have I seen such a gem of
reportorial rhetoric. Some extracts:

Among those who live at the Ontario is a
reporter for the *Tribune*.

The reporter had finished his morning meal.

The reporter gave his name.

The reporter replied that he was a reporter.

The reporter suggested.

The reporter's idea was to ascertain.

The reporter tried to ask a question.

Mr. Bacon ate ham and eggs during this in-
terview. If the supply had run short he might
have cut a slice off the reporter and not noticed
the difference.



HIS NEW ROLE.

Buskin—Ah, De Thespis—out in new togs,
eh? Struck an engagement?
De Thespis—Yep.
Buskin—What line?

De Thespis—Walking Gentleman!—*Judge.*

"The Postmaster-General has sat
down on PRINTERS' INK."

"The deuce he has! Well, he can get a
pair of new trousers cheap; he's in the
trade."—*Puck.*

Emperor William betrays contradict-
ory symptoms. He displays great excitability
and is eccentric almost to insanity; but, on
the other hand, he has discontinued his sub-
scription to *Punch*.—*N. Y. Evening Sun.*

Jerry Inright, a farm-hand well
known throughout this section, called at the
Courier office yesterday to deny the rumor
that he had hanged himself. In other words,
Jerry Inright is Jerry Allright.—*Canajoharie
Courier.*

Important to Journalists.—Editor:
I wish I could strike some plan by which I
could double my circulation.

Friend—There are several ways by which
that can be done.

"How so?"

"Well, all you have to do is to marry. Then
two hearts will beat as one; and, of course,
you will double your circulation."—*Texas
Siftings.*

A Slight Error.—From *The Plunk-
ville Bugle*: "We attempted to say that Dea-
con Podbury had run across a den of rattles-
nakes in his low-ground field last week, but
the printer made it read 'bottlesnakes.' The
Deacon came in and remonstrated with us,
and our eye is a sight; but we have the satis-
faction of knowing that the printer looks a
blamed sight worse."—*Indianapolis Journal.*

Our Own Lost Lydia.—A new candi-
date for President is Mary A. Livermore.
She has the indorsement of John Hooker, of
Hartford, and of the *Woman's Tribune*, of
Washington. It would be more or less proper
to have a woman among the leaders in the
struggle next November, for the petticoat,
while an inspiration, is a shield against injury
as well; but our choice for this honor per-
ished with the death of Lydia Pinkham, and
the remnants of our blasted affections will be
true to her memory forevermore.—*Judge.*

Man born of woman is of few days
and full of schemes to get his name in print.—
Texas Siftings.

The poet who wrote "Man wants
but little here below," had evidently never
seen the advertising columns of an American
newspaper.—*Puck.*

An appreciative subscriber sent the
editor of a weekly exchange a coffin. In re-
turning thanks for it he says: "All that we
need now is a lot in the cemetery and a first-
class grave-digger. We already have the doc-
tor and the obituary."—*Atlanta Constitution.*

The delicacy of New York dry-goods
merchants is inexpressibly sweet. One of
them has this sign over a lot of shop-worn
muslin night-gowns: "Dream-robcs, eighty-
nine cents." Another enterprising clerk has
a stock of garters labeled: "Novel designs in
knee-girdles."—*N. Y. Evening World.*

Journalistic Item.—"Sir," said a
pompous personage, who undertook to bully
an editor, "do you know that I take your
paper?"

"I've no doubt you take it," replied the
editor, "for several of my subscribers have
been complaining lately about missing their
papers."—*Texas Siftings.*

What He Meant.—Young Reporter:
The storm king hurled his torn and tumbling
torrents over the ruins of the broken and dis-
membered edifice.

Old Editor—What's that? What do you
mean, young fellow?

Young Reporter—I er—er—the flood washed
away Patrick McDougal's old soap factory.—
Tid Bits.

An Unjust Insinuation.—Actor:
Did you read that puff for me in the *Daily
Hooter*?

Friend—Yes, I read it, and I'll bet you
wrote it yourself and paid to have it put in
the paper.

Actor—That's an uncalled for reflection.
I'd have you know that I never pay for any-
thing.—*Texas Siftings.*

A PRIMITIVE ADVERTISEMENT.

THE J. B. WILLIAMS COMPANY,
Established 1840.

GLASTONBURY, CONN., March 16, 1892.

Editor of PRINTERS' INK:

That advertising as a means to prosperity is becoming very generally appreciated, may be inferred from the enclosed, copies of which were recently distributed, in manuscript form, from door to door in this quaint old town.

I thought it might be of interest to you, as illustrative of the first step in the evolution of advertising. Yours very truly,

BERNARD T. WILLIAMS.

To the People of Glastonbury & Vicinity
[William Tennant being out of work at the present time wish to inform everybody that I am prepared to do all kinds of jobbing in the line of Painting & Carpenter work also furniture repairing of all kinds I can clean Paint or varnish chamber sets and all old goods to look like New can bronze clocks ornaments Picture frames &c can fix your old chairs will varnish or Paint them at 15c a piece can make you a step ladder ironing boards wash bin chairs baking boards shelves and in fact anything from a 5c job to a 5000 job knives & shears sharp window glass put in & all odd jobs Promptly adduced to now don't forget me Will be found at Present in Covills Brick House or address Postal to William Tennant Post Office all goods called for and delivered Promptly.

THE LAW IS STILL VIOLATED.

BELLOWS FALLS, Vt., March 11, 1892.

Geo. P. Rowell & Co.:

"IN PRINTERS' INK of February 24 was an exposure of the case of the *National Bulletin*, published by the Republican National Committee, a paper entered as second-class matter and devoted entirely to advertising the business of its publishers. The latest number of this 'legitimate' publication that we have seen is No. 3. Does any one know of a later issue being sent through the mails at second-class rates?"—PRINTERS' INK, March 9.

I have No. 6 at hand now, which came at pound rates. Respectfully,

B. H. ALLBEE.

WANTS.

Advertisements under this head 75 cents a line

WANTED, Results.—Vick's Magazine's "200,000 guaranteed" gives them. 38 Times Bldg, N.Y.

LITHOGRAPHING, established house, office partner with \$12,000 wanted. GRIGGS & CARLETON, 322 Broadway.

YOU should get our prices on Embossed Catalog Covers. Designs furnished free. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

FREE Trial Ad., if unobjectionable. Send ad., not to exceed 50 words, and 10 cts. for sample copy. VAN DORN'S MAGAZINE, Mt. Morris, N.Y.

WANTED TO BUY—Stereotyping outfit for a job office; a combination machine preferred. Address, giving description and price, "DER DEUTSCH CORRESPONDENT," Baltimore, Md.

BRIGHT MAN. RARE CHANCE. Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00 salary, \$1,000.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

WANTED—Some young man with small capital to buy a half or whole interest in a semi-monthly magazine. A good field. Several hundred dollars required. Address with and for particulars, "E. C. J.," care of Printers' Ink.

CANVASSERS WANTED to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of Printers' Ink, 10 Spruce St., New York.

WANTED—A pushing, energetic man of some experience and good executive ability to take charge of the advertising and salesmen of a cereal product. Address, stating experience, references and salary desired, "CEREAL," P. O. box 3490, New York City.

WANTED—By a weekly paper, having a general circulation of over 5000 copies, an active, experienced man, to take entire charge of the advertising. Liberal commissions to the right man. Address "P. & L.," Box 19, Station "D," New York, naming references.

WANTED—Publishers of newspapers to answer the question: "Why should we pay 35 to 45 cents per M for our composition, when we could get it at from 13 to 30c. by using the Thorne Type Setting Machine?" THORNE TYPE SETTING MACHINE CO., 175 Monroe St., Chicago.

ASSISTANT business and advertising manager of one of the most successful publications in America wants to communicate with publisher of an established paper offering field for development with a view of purchasing a whole or part. Address "INTEREST," care Printers' Ink.

EVERY ISSUE of PRINTERS' INK is carefully read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-five words can be inserted for three dollars. As a rule one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 75 cents a line

FOR SALE—Advertising. "No Proof, No Pay." 300,000 monthly. Vick's Magazine, N. Y.

4 Lines \$1. 1 in. \$3.50. 1 col. \$46.55. 1 page \$156.80. 50,000 proven. Woman's Work, Athens, Ga.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

SEND 2c. for new advertising medium. Big money. Ballard & Kirschbaum, Worcester, Mass.

GAS ENGINES, slightly used, cheap. Perret slow-speed electric motors. KENNY, 89 Liberty St., N. Y.

GREAT BARGAIN on Double Cylinder Press. \$400. If taken now. Address DAILY NEWS, Springfield, Mass.

40x60 COTTRELL & BABCOCK PRESS: air spring; first class; sacrifice—\$1,500. W. A. POST, Printing Outfit, Kansas City, Mo.

FOR SALE—Leading Republican daily in city of 70,000. Price \$25,000. MIZE BROS., Newspaper Brokers, 149 La Salle St., Chicago.

FOR SALE—Printed mailing list, high-grade publication, nearly all married ladies, 1801, 85,000. NAT'L SUPPLY CO., 130 Adams, Chicago.

55,000 Names and addresses. A complete directory of the most enterprising Western teachers for 1892. Write Prof. HULL, Shelton, Neb.

FOR SALE—1/2 interest in leading weekly in growing city in Eastern Mass. Big advertising and job printing patronage. Address "MANFIELD," 223 Washington St., Boston, Mass.

ADDRESSES—5,000 farmers and villagers, West and South; fresh and reliable; never sold before. Over 500 agents in the list. Printed, \$3.00 for all. THE MESSENGER, Owensville, Ind.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

FOR SALE—Old-established rubber stamp business using two catalogues. Also services of owner can be secured. Loss by fire reason for selling. Address F. P. HAMMOND, Aurora, Ill.

FOR SALE—An afternoon daily in one of the pleasantest New England cities. Splendid opportunity for a bargain for one or two practical printers with limited funds. Address "H. B.," Printers' Ink.

NEWSPAPER MEN, ATTENTION—Whole or part interest in an established newspaper (afternoon) in a large Southern city for sale; this is a chance of a lifetime. Address "SOUTHERN," care of Printers' Ink.

FOR SALE—Bullock Printing Press, in perfect running order; but very little used. Capacity from 8 to 10,000 per hour. At very low price and reasonable terms. Address ARTHUR VON SENDE, P. O. Box 188, Pittsburg, Pa.

FOR SALE—X or whole of 3-5 interest in fine plant, in best city in Southern Illinois, or will exchange for good plant in N. Y., N. J., Mass or Penn. Address, with full particulars, if you mean business, "SOUTHERN ILLINOIS," Printers' Ink.

SPRING LISTS of 35,000 prime, A 1 cash-order, **NEW AGENTS' and CANNASERS' ADDRESSES**. Just out. Classified by States. Only \$1 per M. \$25; in one order; will take the 35 M. No "cheap" names. No duplicates. Address S. M. BOWLES, J. P., Woodford City, Vermont.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-five words and send it, with three dollars, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

A GREAT BARGAIN—For sale, the only exclusive job printing office in El Paso County, Col., located at Colorado Springs, and doing a good business; price, \$2,500, about half the cost of the material, which is all new; reason for selling, proprietor is publishing a newspaper in Kansas which occupies his entire time. Address the JNO. Q. ROYCE PRINTING HOUSE, Colorado Springs, Col., or JNO. Q. ROYCE, Smith Centre, Kan.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

V

VIC

GRIT

VICK'S

VAN BIBBER'S.

VICK'S Magazine.

200,000 Vick's.

VICK'S, \$1.25 per line.

SPOKANE SPOKESMAN.

VICK'S 300,000 is Guaranteed.

VICK'S, 3 mos. or 300 lines, \$1.18.

VICK'S, 6 months or 400 lines, \$1.12.

VICK'S, 9 months or 600 lines, \$1.06.

VICK'S, one year or 1000 lines, \$1.00.

LEVEY'S INKS are the best. New York.

THE TOURIST. Have you seen it? Utica, N. Y.

POPULAR EDUCATOR, Boston, for Teachers.

VICK'S 300,000. Endorsed by Rowell because it's so.

VICK'S 300,000. Endorsed by Morse because it's a fact.

IT WILL PAY YOU to know MISTCHAYACK. He writes advs.

VICK'S 300,000. Endorsed by Thompson because it's proved.

JOHN T. MULLINS' MAILING AGENCY, Featland, Del. \$2 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

SILK PIECES FOR PREMIUMS. E. M. LE MARIE, Little Ferry, N. J.

VICK'S Mag. H. P. Hubbard, Manager. 3 Times Building, New York.

VICK'S Magazine, 300,000, takes no doubtful advs. Hence, good company.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

THE NEW HAVEN NEWS IS DISTINCTIVELY the Family Paper of New Haven.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

BOSTON HOTEL GUIDE is read by every New England hotel keeper. Very new.

\$1 Buys 1 inch, 4 times, in OHIO STATE NEWS and SUNDAY NEWS, Youngstown, O.

VICK'S, 300,000. Endorsed by Rowell, Morse, Thompson and all agents. Can't help it.

"XLCR" NEWSPAPER ADVERTISING AGENCY, 619 Walnut St., Phila., Pa.

"PUT IT IN THE POST." South Bend, Ind. Only morning paper in Northwest Ind.

VICK'S, 50 cts. per year, hence popularity. Advertisers guaranteed 300,000 or no pay!

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

A NATIONAL CIRCULATION. THE CHRISTIAN PATRIOT, Morristown, Tenn., has it.

CIRCULARS, &c., distributed in this & adjoining co's. Terms right. N. L. LYONS, Leeds, L.

OHIO STATE JOURNAL. Daily 12,370, Weekly 22,450, Sunday 16,356. Covers Central Ohio.

SUPERIOR Mechanical Engraving. Photo Heliotype Eng. Co., 7 New Chambers St., N. Y.

FREE Advertising—The Middleman, Chicago, sends sample with free advertising certificate for 10c.

DEWEY'S Canada Newspaper List (60 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

IT IS BIGGER—THE TERRE HAUTE PRESS than any paper in Indiana outside Indianapolis.

IF YOU WISH to advertise anywhere at any time write to GEO. P. ROWELL & CO., No. 10 Spruce St., New York.

\$1.50 FOR 5 LINES 26 days. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n, 6,500.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Southern homes. Advise!

HIT THE CYCLONE NOVELTY CO. Main Bldg., Kansas City, Mo., with a letter for description of NEW ADVERTISING NOVELTIES.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

THE PHILADELPHIA PRESS and MILWAUKEE SENTINEL are among the prominent dailies to recently adopt the Thorne Type Setting Machine.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

A BIG thing for advertisers. Your goods placed at the disposal of first-class agents free. Write for particulars. U. S. MAILING & SUPPLY AGENCY, Newark, N. J.

KEEP THIS ADDRESS, it will not appear again. If you want the newest and latest advertising novelties send for catalogue. U. S. ADVERTISING CO., 96 State St., Chicago.

\$10.00 Pays for printing and distributing 500,000 advertisements in Pennsylvania. Circulation guaranteed. For particulars, F. STOKES & CO., 121 N. 4th St., Phila.

I BUY, sell and exchange names and mailing lists; also address circulars and wrappers. Fresh goods, all kinds, always on hand at low prices. Write what you want. "STRONG," Box 21, Chicago.

KEEP posted on all Life Insurance Companies. THE INDICATOR'S Pocket Chart is the best. Mailed for 25 cents, postal note or stamps. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

TO NEWSPAPER PROPRIETORS—You want your circulation increased, I can do it, and let remuneration be dependent upon results; highest references; long experience. Address P. O. Box 376, Washington, D. C.

THE GALAXY OF MUSIC, Boston, Mass.—"Out of one edition of THE GALAXY OF MUSIC, in which our advertisement was inserted, we received 550 answers and \$71.50."—H. W. Beecher & Co., New York. Sample and rates free.

ADVERTISERS—You well know that a correct account of a season's advertising is invaluable when making future contracts. Charles' Advertisement Record enables you to keep such an account. Price only \$5.00. Express prepaid. H. H. CHARLES, Quincy, Ill.

TOBACCO HABIT CURED BY NO-TO-BAC. Newspaper publishers. Three boxes guaranteed to cure any case, \$2.50. Pay in advertising. Get our book, "Don't Tobacco Spit Your Life Away." Mailed free. THE STERLING REMEDY CO., Box 117, Indiana Mineral Springs, Ind.

WE distribute 1,000,000 pieces of advertising matter monthly in the homes of the people. Ocean to ocean. No postage paid. "Our New Idea" combines economy with results. All advertisers write us. Will interest you. NATIONAL ASSOCIATE ADV. CO., Lakeside Bldg, Chicago.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

YOU OUGHT TO KNOW, YOU KNOW. If you don't know that the Galveston NEWS and the Dallas NEWS (publication offices 315 miles apart) are the mediums for covering the whole of Texas and adjoining territory. If you want to know all about it write A. H. BELO & CO., Publishers, Dallas or Galveston, Tex.

DENVER, Colorado—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

ADVERTISING BY STATES: An eight-page leaflet: conveys concise information about the area and population; indicates the newspapers most valuable for an advertiser's use in each separate State and Territory; together with a map of the United States; sent postpaid for five two-cent stamps. Address ROWELL'S ADVERTISING BUREAU, New York.

AMERICAN NEWSPAPERS printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

HALF-TONE and line work of first quality at reasonable prices and punctual deliveries. Specimens forwarded. PROCESS ETCHING & ENGRAVING CO., 61 Beekman St., New York.

We Write Ads. Weston & Smith, Wash., D. C.

GOOD AGENTS secured among students by using THE COLLEGE-MAN, New Haven, Ct.

AD DRESSES to let direct from letters. Good! J. H. GOODWIN, 1215 Broadway, N. Y.

NOVELTIES for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

AGENTS' NAMES, New Ones, 1000 for 25c. Western Mail Agency, St. Louis, Mo.

ADVERTISEMENTS written and illustrated by "JOURNALIST," Box 3538 N. Y. City.

GIBB BROS. & MORAN PRINTERS 15-21 West St., N. Y.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'ton, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

U. S. PATENTS. 50-page book free. Dr. S. C. Fitzgerald, Wash'tn, D. C.

NEWSPAPERS get premiums from Empire Co., 28 Reade St., N. Y.

PEORIA HERALD, 6,000 daily, gives quality & quantity.

BOSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 658 Wash'ton St.

WOOD ENGRAVING PETRI & PELS NEW YORK.

You know a good thing when you see it. Send 3c. stamp for chromo "Village School." Spencerian Pen Co., 810 B'way, N. Y.

MODEL FOR COUNTRY PAPERS. Proven practical and profitable in a small town. No fake. Send #1 to E. S. SMASHEY, Lawrenceburg, Ind.

San Francisco Bulletin Largest evening circulation in California. High character, pure tone, family newspaper.

HEALTH HELPER of Buffalo, N. Y., Dr. J. H. DYE, Editor, pays advertisers extra large returns. 15c per line, 30,000 monthly. Samples Free. TRY IT!

SEND \$3.00 AND GET 24 MOUNTED CABINET PHOTOGRAPHS OF CHICAGO Parks, Buildings, etc. J. W. Taylor, 151 Monroe St.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

THE EVENING JOURNAL, JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

DAYTON (O) TIMES Largest morning and afternoon circulation. Combined, 14,000. **NEWS**

Do You Want Agents? I have sent so far to 35,000 Post-offices for the names of agents for my own use. Send for particulars. J. SMEAD, Vinceland, N. J.

KEYSTONE LIST

50 per cent. discount. See advertisement in Printers' Ink of Feb. 17. Send for the list. B. L. CRANS, 10 Spruce St., N. Y.

Arthur's New Home Magazine
Illustrated, Philadelphia, guarantees \$300,000
circulation for 1892. Best and cheapest advertising
in America.

BORN
A NEW ADVERTISING IDEA.
FREE WRITE TO-DAY
D.T. MALLETT,
NEW HAVEN,
CONN.

To Those Who Don't Know:

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. **E. A. WHEATLEY,**
Chicago, Ill.

EDITORS

who would like to run **CARTOONS** and **LOCAL PORTRAITS**, but have been prevented heretofore on account of expense, are requested to send address to

CHAS. W. HARPER, Columbus, O.

Largest Beer Brewery in the World

PABST-Milwaukee sales 1891, . . . 790,290

Anheuser-Busch, St. Louis, . . . 602,078

PABST leads with, . . . 188,212 bbls.

4 UNIQUE "ADS," \$10.

I have an entirely new style of newspaper advertising. Sure to become popular. Adaptable to any business. Requires no cuts. I will write four of these advertisements—not exceeding 100 words in each—for \$10, and give each customer territorial rights. Half cash must accompany order. Balance ten days after receipt of copy. Address **JOHN S. GREY, "idea factor," 103 Potter Building, N. Y.**

ESTABLISHED 1852.

L. P. FISHER,

**Newspaper Advertising Agent,
21 Merchants' Ex., San Francisco**

WILL ACT

as local agent for firms or advertising agencies in carrying out plans of advertising that require personal supervision or attention in Chicago.

"Experience has value."

H. S. DERBY,

Room 1300 Auditorium Bldg., Chicago.



ALDEN & FAXON,
Newspaper Advertising
Agents, 66 & 68 W.
5th St., Cincinnati, O.
Make a specialty of
writing advertisements
and of devising meth-
ods by which money can
be made out of newspa-
per advertising. Sample
advertisements on
application.

STUDY LAW AT HOME.

Take a Course in the
Sprague Correspondence
School of Law. (Incor-
porated.) Send ten cents
(stamps) for particulars to

J. COTNER, Jr.,
Sec'y, Detroit, Mich.
312 Whitney Block.



The Naked Truth
Must be told every
time. We have en-
abled advertisers to
make money by using
our publication. The
truth remains that
when it pays the ad-
vertiser it pays the
publisher. That is the
central idea of our
success. **SCHOOL
BOARD JOURNAL,**
150 Nassau St., N. Y.

San Francisco Call.

Established 1853.

Daily, 56,759—Sunday, 61,861.

*The Leading Newspaper of the Pacific Coast
in Circulation, Character and Influence.*

TO PUBLISHERS OF LEADING PAPERS

We have a few **Pneumatic Bicy-
cles**, price \$135.00, which we will
exchange for space in leading
papers, either daily,
weekly or monthly,
having a circulation of
not less than 20,000
copies. If you want one
make your best offer to
WESTERN PEARL CO
Chicago, Ill.



\$14 No. 62 DESK.

Packed and De-
livered on cars.
Oak and Walnut.
Size, 52x30 inches.
Polished Veneer
Top. Two slides
above drawers.
Superior in ma-
terial, workman-
ship and finish.



Over 28,000 of these Desks in Use. Send for Desk
Catalogue. **WM. L. ELDER, Indianapolis, Ind.**



**The Agricultural Monthly with the Largest
Circulation West of the Alleghenies.**

We promised **70,000** per month. We are
giving **78,000**.

May, \$1,460.

September, 72,000.

June, \$8,500.

October, 72,000.

July, 71,000.

November, 81,000.

August, 72,800.

December, 79,460.

Total, eight months, 624,127; average, 78,016.



RIPANS TABULES
regulate the stomach, liver
and bowels, purify the
blood, are safe and effec-
tual. The best general fam-
ily medicine known for
Biliousness, Constipation,
Dyspepsia, Foul Breath,
Headache, Heartburn, Loss

of Appetite, Mental Depression, Painful Di-
gestion, Pimples, Sallow Complexion, Tired
Feeling, and every symptom or disease re-
sulting from impure blood, or a failure by
the stomach, liver or intestines to perform
their proper functions. Persons given to
over-eating are benefited by taking a
TABULET after each meal. Price, by mail,
1 gross, \$2; 1 bottle, 15c. Address **THE
RIPANS CHEMICAL CO., 10 Spruce St., N. Y.**
Agents Wanted; **EIGHTY** per cent profit.

Cut this advertisement out and show it
to your nearest druggist. If he has not the
TABULES in stock write and tell us his
name and address and exactly what he said,
and we will send you a sample bottle free.

—THE—
Toledo Blade.

Circulation of the Daily
 Edition now

14,000 to 18,000
 copies per day. No other
 daily paper published in To-
 ledo has one-half the circula-
 tion of **THE BLADE.**

Circulation of the Weekly
 Edition always above
100,000.

For estimates on adver-
 tising write us direct, or
 consult any responsible ad-
 vertising agency. We have
 no "special representative"
 or travelling men.

THE BLADE, Toledo, Ohio.

The annual revision of the subscription list
 of **THE SUNDAY SCHOOL TIMES** has
 just been made and the regular edition is now
152,000 copies to paid in advance annual
 subscribers. All unpaid subscriptions have
 been dropped, new ones paid in advance have
 been added, and now the new list comes forth
 fresh and live to give active service to good
 advertisers.

We fix the price of advertising so there
 shall be no better and cheaper way to reach
 this great number of Christian homes than by
 using **THE SUNDAY SCHOOL TIMES.**

Put
 Them
 On
 Your
 List

Sunday School Times.

Inquiry by mail
 will bring full in-
 formation.



Over 260,000 Copies
 Religious Press
 Association
 Phila

HOME-MAKER MAGAZINE; new management; the only organ of the "Woman's
 Federated Clubs," the strongest organization of influential women
 known. Send for copy the new **HOME-MAKER** and advertising rates. 44 E. 14th St., N. Y.

Why Is It?--That

FARM-POULTRY

HAS A CIRCULATION OF OVER 25,000 MONTHLY?

Why, secure more permanent business every succeeding issue! Why have old experienced
 advertisers continued in it since it was founded and frequently use a whole page at a time!

ANSWER: It pays advertisers; it will pay any one who wishes to reach families in the
 suburbs of large towns, villages and live farmers who have money, and spend it for reliable goods.
 No others need apply. Over one-half of our readers are women; heads of families.

FOR SAMPLE COPY AND RATES, ADDRESS

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

To GET

GOOD ADVERTISING

GO OR WRITE TO

ROWELL'S ADVERTISING
 BUREAU,
 10 SPRUCE ST. NEW YORK.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

THE NEW YORK LEDGER

The Great National Illustrated Family Journal of America. A Weekly Magazine of the Highest Class. THE Medium for Reaching the Best Families in Every Town and County in the United States.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

SUCCESSFUL

advertising is systematic, logical, continuous. This implies the employment of expert service; perhaps of this Bureau.

We place advertisements anywhere.

ROBINSON-BAKER
Advertising Bureau,
107 World Building, N. Y.

AD=SMITHS.

"Our Idea of It" will cost you a stamp.

PRINTING

INKS

EXCHANGED FOR

ADVERTISING

SPACE

For Price List see page 252 of PRINTERS' INK
for February 17.

Newspaper Publishers wishing to
contract for a regular supply of
NEWS INKS

or
FINE JOB INKS
and pay in advertising space,
wholly or in part, are asked to
address

W. D. Wilson Printing Ink Co., Ltd.,
10 Spruce Street, New York.

PRICE LIST FREE ON APPLICATION.

10 Lines

IN - { ONE
MILLION
ISSUES

OF LEADING

AMERICAN NEWSPAPERS

(of our own selection)

FOR A CHECK FOR

\$20

and the Work Completed within
10 Days.

This is at the rate of only one-fifth of a cent a line for 1,000 Circulation! The Advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different Newspaper purchasers—or FIVE MILLION READERS, if it is true, as is sometimes stated, that every Newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. One million issues for \$20.

Rowell's Advertising Bureau,
10 Spruce Street,
New York.

DODD'S ADVERTISING AGENCY, Boston, or 265 Washington Street.

No charge made for the preparation of advertisements ordered through this Agency.

We only stipulate, in requests for estimate, that our figures shall not be quoted or used in any way in placing business except through this Agency.

World
Build'g,
N. Y.
City.

SEND FOR ESTIMATE.

RELIABLE DEALING. - Low Estimates. - CAREFUL SERVICE.

PROVED CIRCULATION
(TRADE MARK)

2/5c. PER LINE PER 1000.

ONLY RESULTS COUNT.

The successful advertiser uses the successful papers, because from them he gets results. That is why

The Saturday Blade,

The Chicago Ledger,

The Chicago World,

have more advertising than any
other big weeklies in the U. S.

400,000 COPIES WEEKLY.

Over 300 different advertisers are using space in

Boyce's List of Big Weeklies

and any one of them can discontinue at any time
if it don't pay.

Net Advt. Rate, \$1.60 per line for the 3 papers. Circulation proved each week by P. O. Receipts.

NOTE.—THE SATURDAY BLADE has the largest circulation of any weekly newspaper in the U. S.

Apply for space to any Agency, or to

W. D. BOYCE, Chicago, Ill.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

Every edition exceeds fifty-five thousand copies.

NEW YORK, MARCH 23, 1892.

PRINTERS' INK aims to present each week helpful and practical matter for advertisers. Articles on topics coming within the scope of the paper will be welcomed by the editor, and, if found acceptable, will be paid for at a fair rate.

THE Democratic National Committee are about to establish a publication called the *National Democrat*. It will start with a free subscription list of about 25,000, and the manager, from whom we get our information, says that just as soon as the thing gets "het up a little" the circulation will run up to a hundred thousand. Publishers of class journals who cannot get them entered as second-class matter will be interested in observing what progress the *National Democrat* makes.

If a trade paper is a good one, is it any less useful to the public, because the publisher of it is actively engaged in the trade represented?

Would PRINTERS' INK be any more useful than it is now if it should by-and-by be published by the PRINTERS' INK Publishing Company, incorporated for the purpose of complying with the terms of a new law?

If John Smith and John Smith, Jr., own a plow factory and an agricultural newspaper, and do business under the name of Smith & Son, will the country be any better off when the firm transfers the paper to the junior partner, and he thenceforth issues it in his own name as publisher instead of the name of the firm as formerly?

Is there any reason why a man should not be just as free to advertise in a paper that he owns as he is in one that belongs to somebody else?

If a paper is not mischievous in its tendency, is it well to encourage something like a press censorship, with the possible result of depriving a useful publication of a means of distribution?

If a paper is mischievous in its tendency, does there not exist a power outside of the Post-Office for abating it?

Is the desire to advertise a wicked longing that editors and Congressmen are bound to repress?

ADVERTISERS are frequently exhorted to suit their advertisements to the papers in which they are to appear, and not insert cuts requiring good presswork in daily papers. Yet, notwithstanding this caution, badly printed cuts are a common feature of dailies everywhere. The Baltimore & Ohio Railroad is a large advertiser, yet it disfigures its announcements in the indifferently printed papers with a cut which makes an impression like this:



That this is really a good-looking trade-mark when well printed is proved by the following impression taken from a periodical which uses good ink, good paper and good presswork:



The blame for the wretched looking cut cannot, with any degree of justice, be laid at the door of the newspaper. The advertiser knows, or should know, just how his elaborate and carefully worked out drawing will appear in the *New York Sun* or *World*. In cases like the above it is better to make an outline drawing of the trade-mark with all detail omitted, or else to leave the cut out altogether and substitute plain typographical display, which can be counted upon to be legible.

TO REACH MINERS IN THE COAL REGIONS.

Editor of PRINTERS' INK:

I have an article which I wish to introduce to the attention of all miners in all the coal and coke regions of the country. My advertisement occupies four inches and is to be inserted one year. Shall I require a large list of papers, and about how much will it cost me? You have answered similar questions heretofore, and so I make bold to ask for the information.

KING COLE.

Coal mines exist in more than one-half of all the States in the Union. Last year about 40,000,000 tons of coal were mined. No "class" journals are read largely by miners. You must rely chiefly upon the local papers issued in the coal regions. Of these there are not less than 800, and four inches one year in say 500 of them daily and weekly will cost about \$6,500, and \$1,000 more can be profitably expended in a good selection of papers published in the interests of labor.

THE REVIEWER.

The increased attention which is being given to the construction of advertisements, both in their composition and typography, is well illustrated by a new move on the part of the publisher of a well known monthly magazine. He has secured the services of an able woman writer of advertisements (formerly of St. Louis), whose business it will be to assist the journal's patrons in the preparation of their matter. A gentleman formerly connected with a Boston type-foundry will perform a similar service in the typographical arrangement of the advertisements. Other magazines that spend so much money in adding to the attractiveness of their reading matter could also well afford to invest a small amount in improving the appearance of their advertising pages. It would be money well spent.

Testimonials have been a popular factor in advertising from the earliest days down, notwithstanding a general tendency on the part of the public to doubt their genuineness. The Sohmer Piano people some time ago published as an advertisement a lithographed cartoon illustrating the idea. It bore the title:

The piano manufacturers and their testimonial brigade. Drop a \$10,000 bill in the slot and get a testimonial.

Rival manufacturers were represented as angling for the testimonials of

prominent musicians with a fat currency bait. However, I think that if I were advertising an article whose merit did not appear upon its face—such as a patent medicine—I should rely chiefly upon testimonials. It is possible to bring out by them every shade of merit, and even though they are not "beyond suspicion," they have, at least, more weight than the same words coming from a person plainly interested in the sale of the article.

* * *

It is interesting to note the reason assigned for the non-engagement of Mme. Melba, the distinguished Australian prima donna, at the Metropolitan Opera House this season. The managers of the Italian opera troupe state that she was entirely satisfied with the remuneration offered her, but that she would not come to this country unless they would agree to "feature" her. This they were prevented from doing on account of the eminence of the other artists in the company. So Mme. Melba remained at home. While the songstress showed that she was fully alive to the advantages of advertising, she seems to have overlooked the fact that her contract would not have prevented her from receiving the sort of "featuring" that comes from endorsing cosmetics, soaps and pianos. That is usually a very popular method of advertising with the members of her profession.

* * *

Mr. B. F. Wellington, of California, is an original advertiser, who is evidently not at all disposed to depreciate the remarkable properties of his "egg-food for poultry." I append an example of Mr. Wellington's skill in constructing an advertisement:

Are you using Wellington's Improved Egg Food for Poultry?



IF NOT,
WHY NOT?
—
EVERY GIVER,
EVERY DRUGGIST
SAYS IT!

B. F. Wellington, 425 Washington St., San Francisco.

The profusion of eggs credited in the engraving to a very small force of hens is a wonderful revelation of the possibilities of "art in advertising." It is even possible that an artist with greater imagination and fewer conscientious scruples might have discovered a way of crowding still more eggs into the picture.



A Million a Month!

Times change and men change with them. There are other publications in the world, but none just like "COMFORT." It has newer ideas, newer methods, newer aims.

IT DOES NOT seek to occupy the field of its older contemporaries. It offers a new field entirely.

"If you put it in COMFORT it pays!"

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

LARGEST CIRCULATION.

T. M. UPSHAW,
Fire Insurance Agent,
OKLAHOMA CITY, Ok. Ter. }

The Century Co., New York:

DEAR SIRS—Two friends of mine here made a wager and left it for you to decide as to which newspaper has the largest circulation (DAILY, ONE ISSUE) in the U. S. By replying to the same you will greatly oblige

T. M. UPSHAW.

The above inquiry has been referred to PRINTERS' INK by the Century Company. In our opinion the paper having the largest circulation, daily, one issue, in the United States is the New York *World*.



Co-operative Newspaper Unions.

What They Are, and Why Advertisers Should Consider Them in Placing Contracts.

Co-operative Newspaper Unions are corporations which make a business of furnishing partially printed papers to publishers who cannot obtain the necessary matter to judiciously fill a whole paper. The printed half of the paper is devoted to National and State news, market reports, selected miscellany and some advertising. The other side, which is left blank, is filled in with home news, local advertisements, etc., by the publisher who issues the paper.

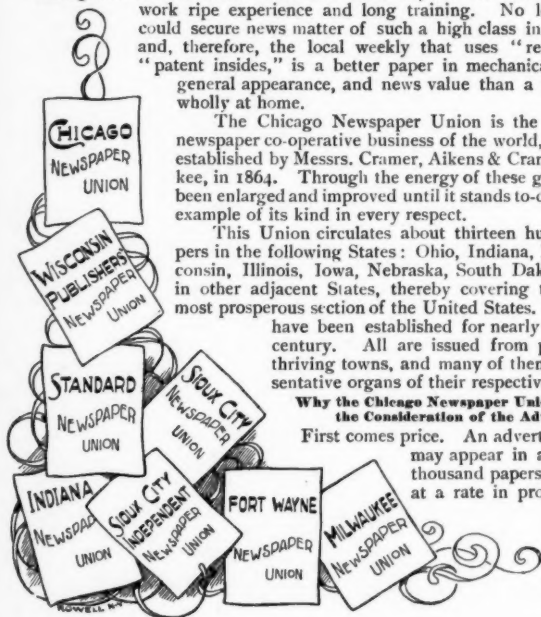
Co-operative Newspaper Unions are profitable to the publishers of local papers because they save the cost of editorial work, composition, presswork, and other minor items, besides enabling them to furnish to their subscribers a much better newspaper, for the columns of the "ready prints" bear the impress of the brightest minds, and are the results of the combined efforts of a thousand news-gatherers in different fields and channels, each of whom brings to the work ripe experience and long training. No local newspaper could secure news matter of such a high class in any other way, and, therefore, the local weekly that uses "ready prints," or "patent insides," is a better paper in mechanical construction, general appearance, and news value than a paper produced wholly at home.

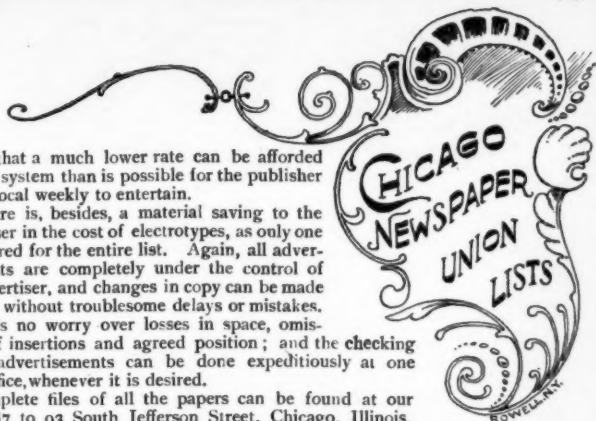
The Chicago Newspaper Union is the pioneer in the newspaper co-operative business of the world, it having been established by Messrs. Cramer, Aikens & Cramer, of Milwaukee, in 1864. Through the energy of these gentlemen it has been enlarged and improved until it stands to-day the foremost example of its kind in every respect.

This Union circulates about thirteen hundred newspapers in the following States: Ohio, Indiana, Michigan, Wisconsin, Illinois, Iowa, Nebraska, South Dakota, and a few in other adjacent States, thereby covering the richest and most prosperous section of the United States. Some of them have been established for nearly a quarter of a century. All are issued from prosperous and thriving towns, and many of them are the representative organs of their respective localities.

Why the Chicago Newspaper Union Commands the Consideration of the Advertiser.

First comes price. An advertisement, which may appear in a hundred or a thousand papers, is charged for at a rate in proportion to the circulation of the entire list, treated as a single publication, so it is easy





to see that a much lower rate can be afforded by this system than is possible for the publisher of the local weekly to entertain.

There is, besides, a material saving to the advertiser in the cost of electrotypes, as only one is required for the entire list. Again, all advertisements are completely under the control of the advertiser, and changes in copy can be made weekly, without troublesome delays or mistakes. There is no worry over losses in space, omissions of insertions and agreed position; and the checking up of advertisements can be done expeditiously at one main office, whenever it is desired.

Complete files of all the papers can be found at our office, 87 to 93 South Jefferson Street, Chicago, Illinois, and at the eastern office, 10 Spruce Street, New York. Advertisers have three months to examine files, at either place. Every facility is afforded to expedite examinations, and it gives us pleasure to assist our patrons in checking up our files. For the information of advertisers, we mail to each, weekly, during the existence of a contract, a RECORD PAPER of each list, giving the number and names of papers printed, and showing each advertisement as it appears in all the papers of the list in which it has been ordered.

Advertisers who wish to cover the territory in which our papers circulate, thoroughly and comprehensively, usually patronize all the lists, and those who wish to reach a certain section only can use those lists which circulate exclusively in that section.

A Catalogue of the several Lists composing our combination is given in the following pages.

CHICAGO NEWSPAPER UNION,

CHICAGO, ILLS.

404 Papers,

Published in Illinois, Iowa, Wisconsin and Indiana.

Illinois—161 Papers.

ARENZVILLE.....	Argus	COAL CITY.....	News
ARLINGTON HEIGHTS.....	Herald	COLCHESTER.....	Independent
ASTORIA.....	Argus	COMPTON.....	Record
ATHENS.....	Free Press	CORNELL.....	Journal
AUGUSTA.....	Courier	CRETE.....	Journal
BARRINGTON.....	Herald	DANFORTH.....	News
BAYLIS.....	Guide	DE KALB.....	Chronicle
HELVIDERE.....	Northwestern	DE LAVAN.....	Advertiser
BLUE ISLAND.....	Standard	DIXON.....	Sun
BRADFORD.....	Republican	DOWNER'S GROVE.....	Enterprise
BRADFORD.....	Watch Tower	DUNDEE.....	Hawkeye
BRADWOOD.....	Bulletin	DWIGHT.....	Herald
BRIMFIELD.....	News	EARLVILLE.....	Gazette
BYRON.....	Express	ELIZABETH.....	Bell
CABERY.....	Enquirer	ELMWOOD.....	Messenger
CAIRO.....	Daily Argus	EL PASO.....	Journal
CARBONDALE.....	Republican	ERIE.....	Independent
CHATSWORTH.....	Press	FARMER CITY.....	Record
CHEBANSE.....	Herald	FARMINGTON.....	Home Visitor
CHICAGO.....	Buyers' Guide	FLANAGAN.....	Home Times
CHICAGO.....	Conservator	FORREST.....	Rambler
CHICAGO.....	Review	FORRESTON.....	Herald
CHICAGO.....	Society News	FRANKLIN GROVE.....	Reporter
CHICAGO.....	South Side Advocate	GARDNER.....	Journal
CHICAGO.....	Southwest Advertiser	GENESEO.....	News
		GEORGETOWN.....	Saturday Graphic
		GIBSON CITY.....	Enterprise

CHICAGO NEWSPAPER UNION LISTS.

GIBSON CITY.....	Daily Enterprise	STILLMAN VALLEY.....	Graphic
GILMAN.....	Star	STRONGHURST.....	Graphic
GREENVIEW.....	Mail	SULLIVAN.....	News
HARVEY.....	Tribune	TENNESSEE.....	Messenger
HAVANA.....	Democrat	TOULON.....	Sentinel
HENRY.....	Times	TURNER.....	News
HOMER.....	Enterprise	TURNER.....	Democrat
HOOPESTON.....	Daily Chronicle	TURNER.....	Independent
ILLIOPOLIS.....	State Center	TUSCOLA.....	Review
JOLIET.....	Record	VARNA.....	Herald
KANKAKEE.....	Democrat	WALNUT.....	Motor
KANSAS.....	Herald	WARREN.....	Sentinel
KENSINGTON.....	Advertiser	WARRENSBURG.....	Enterprise
KENSINGTON.....	Enterprise	WASHBURY.....	Herald
KIRKWOOD.....	Leader	WASHINGTON.....	News
LA SALLE.....	Democrat-Press	WATSEKA.....	Times
LEAF RIVER.....	Mirror	WAUCONDA.....	Transcript
LE ROY.....	Free Press	WENONA.....	Herald
LE ROY.....	Journal	WENONA.....	Index
LOCKPORT.....	Phoenix	WESTFIELD.....	Intelligencer
LODA.....	Register	WHEATON.....	Flail
LONDON MILLS.....	Times	WHEATON.....	Press
LOVINGTON.....	Reporter	WHEATON.....	Star Critic
MALTA.....	Observer and Record	WILLIAMSFIELD.....	Times
MANITO.....	Express	WILMINGTON.....	Review
MARSELLES.....	Courier	WINNEBAGO.....	Reflector
MAROA.....	Times	WINSLOW.....	Reporter
MASON CITY.....	Banner	WYOMING.....	Post-Herald
MASON CITY.....	Independent	YATES CITY.....	Banner
McHENRY.....	Plaindealer		
MENDOTA.....	Bulletin	Iowa—79 Papers.	
METAMORA.....	Herald	BATAVIA.....	Sentinel
MILFORD.....	Herald	BEDFORD.....	Democrat
MILFORD.....	Independent	BLAIRSTOWN.....	Press
MILLEGEVILLE.....	Free Press	BLOOMFIELD.....	Democrat
MINONK.....	Home Times	BLOOMFIELD.....	Republican
MINONK.....	News	BRIGHTON.....	Enterprise
MOMENCE.....	Press	CEDAR FALLS.....	Globe
MORRIS.....	Daily Times	CEDAR RAPIDS.....	Standard
NEWMAN.....	News	CHARLES CITY.....	Citizen
NORMAL.....	Advocate	CLARKSVILLE.....	Star
ORANGEVILLE.....	Courier	CLEARFIELD.....	Enterprise
OREGON.....	Reporter	COGGON.....	Monitor
PALESTINE.....	News	COLUMBUS JUNCTION.....	Gazette
PALATINE.....	Enterprise	CONRAD GROVE.....	Journal
PAW PAW.....	Times	CORNING.....	Union
PAXTON.....	Register	CORYDON.....	Democrat
PECATONICA.....	News	CORYDON.....	Times Republican
PEOTONE.....	Eagle	CRESO.....	Sun
PERU.....	News-Herald	CRESTON.....	American
PIPER CITY.....	Advocate	CRESTON.....	Commonwealth
PIPER CITY.....	Press	CRESTON.....	Daily Commonwealth
PITTSFIELD.....	Banner	EDGEWOOD.....	Journal
PLANO.....	News	ELKADER.....	Argus
PLEASANT PLAINS.....	Advocate	ELKADER.....	Register
PONTIAC.....	Leader	FAIRBANK.....	View
PRINCETON.....	News	FARMINGTON.....	Herald
PRINCETON.....	Tribune	FREMONT.....	Monitor
PULLMAN.....	Enterprise	GARRISON.....	Trade News
PULLMAN.....	Journal	GREENFIELD.....	Democrat
QUINCY.....	Saturday Review	GRUNDY CENTER.....	Herald
RANTOUL.....	News	HEDRICK.....	Journal
RANTOUL.....	Press	HOPKINTON.....	Leader
RARITAN.....	Reporter	HUBBARD.....	Monitor
ROANOKE.....	Call	HUDSON.....	Herald
ROANOKE.....	Herald	INDEPENDENCE.....	Conservative
ROBINSON.....	Argus	KALONA.....	News
ROBINSON.....	Era	KEOTA.....	Eagle
ROSLAND.....	Enterprise	LANSING.....	Mirror
ROSSVILLE.....	Republican	MALVERN.....	Leader
SAVANNA.....	Journal	MAQUOKETA.....	Record
SAVINGBROOK.....	Independent	MARENGO.....	Democrat
SENECA.....	Record	MARION.....	Pilot
SHANNON.....	Express	MARTINSBURG.....	Sentinel
SHEFFIELD.....	Times	MARYSVILLE.....	Independent
SHELBYSVILLE.....	Daily Union	MAYNARD.....	News
SIBLEY.....	Gazette	MILES.....	Reporter
SPRINGFIELD.....	Eye	MILTON.....	Independent
ST. ANNE.....	Record	MITCHELL.....	Temperance Power
ST. CHARLES.....	Chronicle	MORNING SUN.....	News

CHICAGO NEWSPAPER UNION LISTS.

MOUNT PLEASANT.....Daily News
 NASHUA.....Post
 NORTH ENGLISH.....Record
 NORTHWOOD.....Index
 OSKALOOSA.....Public Opinion
 OSSIAN.....Bee
 OTTUMWA.....News
 PRESTON.....Independent
 RED OAK.....Express
 SABULA.....Gazette
 SHELLSBURG.....Call
 SOUTH ENGLISH.....Herald
 STRAWBERRY POINT.....Press
 SUMNER.....Gazette
 SUMNER.....Journal
 TIPTON.....Conservative
 TOLEDO.....Democrat
 TRAER.....Star-Clipper
 UNION.....Star
 VICTOR.....Index
 VILLISCA.....Review
 VINTON.....Semi-Weekly Eagle
 WAPELLO.....Record
 WAVELEY.....Democrat
 WAVELEY.....Republican
 WELDON.....Messenger
 WEST BRANCH.....Times
 WEST UNION.....Union
 WINTHROP.....Times
 ZEARING.....Enterprise

Michigan—87 Papers.

ADRIAN.....Messenger
 ALBION.....Mirror
 ASHLEY.....News
 BEAR LAKE.....Beacon
 BELLEVUE.....Gazette
 BENTON HARBOR.....Banner
 BESSEMER.....Pick and Axe
 CADILLAC.....News and Express
 CADILLAC.....Herald
 CALUMET.....News
 CAPAC.....Journal
 CARO.....Democrat
 CARSON CITY.....Gazette
 CASSOPOLIS.....Vigilant
 CENTERVILLE.....Observer
 CHARLEVOIX.....Sentinel
 CHELSEA.....Standard
 CLARE.....Democrat-Press
 COLDWATER.....Republican
 CONSTANTINE.....Advertiser
 COPEMISH.....Courier
 CRYSTAL FALLS.....Clipper
 DELTON.....Lake Breeze
 DORR.....Times
 DOUGLAS.....Record
 DOWAGIAC.....Times
 EATON RAPIDS.....Herald
 ELK RAPIDS.....Democrat
 FLINT.....Journal
 FLUSHING.....Observer
 FREEPORT.....Herald
 GRAND HAVEN.....Daily Tribune
 GRAND HAVEN.....Herald
 GRAND LEDGE.....Republican
 GRAND RAPIDS.....Echo
 GRAND RAPIDS.....News
 GRAYLING.....Avalanche
 HESPERIA.....Herald
 HOLLAND.....City News
 HOMER.....Index
 HUDSON.....Post
 IMLAY CITY.....Optic
 IONIA.....Express
 IRON MOUNTAIN.....Industrial Journal
 IRON RIVER.....Reporter
 ISHPEMING.....Record
 KALKASKA.....Kalkaskan
 LAKE CITY.....Republican

LAKE ODESSA.....Wave
 LAWTON.....Leader
 LESLIE.....Local
 LUDINGTON.....Record
 LUTHER.....Enterprise
 MARION CITY.....Magnet
 MARION.....Dispatch
 MARSHALL.....Exponent
 MARSHALL.....Statesman
 MCBAIN.....Chronicle
 MIDDLEVILLE.....Sun
 MINDEN CITY.....Herald
 MUSKOGON HEIGHTS.....New World
 NEGAUNEE.....Iron Herald
 NEWAYGO.....Democrat
 NILES.....Mirror
 NORTH MUSKOGON.....Pioneer
 OLIVET.....Optic
 ONEKAMA.....Lake Breeze
 OSCODA.....Saturday Night
 OTSEGO.....Union
 PAW PAW.....Free Press
 PAW PAW.....True Northern
 PETOSKEY.....Record
 PITTSFORD.....Gazette
 PLAINWELL.....Independent
 QUINCY.....Herald
 SAGINAW.....News
 SCOTTS.....Comet
 ST. JOHNS.....News
 SUNFIELD.....Gospel Sun
 SUNFIELD.....Sun
 THREE OAKS.....Press
 THREE RIVERS.....News-Reporter
 TRAVERSE CITY.....Transcript
 VERMONTVILLE.....Echo
 VERNON.....Argus
 WHITEHALL.....Forum
 WOODLAND.....News
 YPSILANTI.....Sentinel

Wisconsin—44 Papers.

BERLIN.....Daily Journal
 BERLIN.....Weekly Journal
 BLANCHARDVILLE.....Blade
 BOSCOBEL.....Dial
 CASSVILLE.....Index
 CLINTONVILLE.....Tribune
 COLUMBUS.....Democrat
 DARLINGTON.....Democrat
 DARLINGTON.....Journal
 DE PERE.....News
 DODGEVILLE.....Chronicle
 DODGEVILLE.....Eye and Star
 DODGEVILLE.....Sun
 EDGERTON.....Tobacco Reporter
 EVANSVILLE.....Review
 FENNIMORE.....Times
 FLORENCE.....News
 FORT HOWARD.....Review
 JANESVILLE.....Signal
 JEFFERSON.....Banner
 KENOSH.....Blade
 LAKE GENEVA.....Herald
 MARINETTE.....Argus
 MARKESAN.....Herald
 MONROE.....County Journal
 MONTFORT.....Monitor
 NEENAH.....Daily News
 NEW LONDON.....Tribune
 OCONTO.....Lumberman
 OCONTO.....Reporter
 PESHTIGO.....Argus
 PLAINFIELD.....Sun
 PORT WASHINGTON.....Public
 REDSBURG.....Times
 RIPON.....Free Press
 SHULSBURG.....Pick and Gad
 SPARTA.....Independent

CHICAGO NEWSPAPER UNION LISTS.

SUN PRAIRIE.....Countryman
TOMAHAWK.....Blade
UNION GROVE.....Enterprise
WAUPACA.....Republican
WESTFIELD.....Union
WHITEWATER.....Gazette

Indiana—27 Papers.

ALBION.....New Era
AMBLA.....News
BLOOMINGTON.....Telephone
BLOOMINGDLE.....World
BREMEN.....Enquirer
CLAY CITY.....Sentinel
CLINTON.....Republican
CLOVERDALE.....Leader
CROWN POINT.....Star
DANA.....News
ELNORA.....Enterprise
FOWLER.....Review
GOSHEN.....Daily Times
HAMMOND.....Daily News

HAMMOND.....Weekly News
HAMMOND.....Daily Leader
KENTLAND.....Democrat
MICHIGAN CITY.....Dispatch
MICHIGAN CITY.....Evening Dispatch
NEW HARMONY.....Register
NORTH JUDSON.....News
ORLEANS.....Examiner
PLYMOUTH.....Republican
RENSELAER.....Sentinel
SALEM.....News
WALKERTON.....Independent
WINAMAC.....Democrat

Elsewhere—6 Papers.

BIGELOW, Minn.....Sentinel
BLOOMDALE, Ohio.....Derrick
BROWNSVILLE, Minn.....News
CHATFIELD, Minn.....Democrat
MARYVILLE, Mo.....Daily Democrat
MOBERLY, Mo.....Daily Monitor

SIoux CITY NEWSPAPER UNION,

181 Papers,

Published in Iowa, South Dakota and Nebraska.

Iowa—77 Papers.

AKRON.....Register
ALDEN.....Times
ANITA.....Tribune
ANTHON.....Monitor
AURELIA.....Sentinel
BATTLE CREEK.....Times
BODE.....Republican
BREDA.....Watchman
BRITT.....Tribune
CALLOPE.....Journal
CALLOPE.....News
CARROLL.....Farm Journal
CASTANA.....Times
CEDAR FALLS.....Gazette
CHARTER OAK.....Times
CLEAR LAKE.....Mirror
CRESO.....Republican
CUSHING.....Ledger
DOON.....Press
DOW CITY.....Enterprise
DOWS.....Register
EAGLE GROVE.....Times
ESTHERVILLE.....Vindicator
EVERLY.....News
FONDA.....Times
FOREST CITY.....Independent
GARNER.....Democrat
HARTLEY.....Record
HAWARDEN.....Republican
HOLSTEIN.....Advance
HULL.....Index
HUMBOLDT.....Republican
IDA GROVE.....Era
INWOOD.....Herald
IOWA FALLS.....Sentinel
KINGSLEY.....Democrat
KINGSLEY.....Times
LAKE CITY.....Graphic
LAKE VIEW.....Resort
LARCHWOOD.....Leader
LEMARS.....Sun
LUVIERNE.....News
MANSON.....Journal
MAPLETON.....Advocate
MASON CITY.....Gazette

MERRILL.....Record
NEWELL.....Mirror
ODEBOLT.....Chronicle
OGDEN.....Reporter
ONAWA.....Gazette
ORANGE CITY.....Herald
PAULINA.....Times
PERKINS.....Herald
PERRY.....Chief
PIERSON.....Press
RENWICK.....Times
ROLE.....Reveille
SAC CITY.....Democrat
SAC CITY.....Sun
SCHALLER.....Herald
SCRANTON.....Journal
SHEFFIELD.....Press
SHELDON.....Mail
SIBLEY.....Tribune
SIOUX CITY.....Champion
SIOUX CITY.....Cong'l News
STORM LAKE.....Pilot
STORM LAKE.....Tribune
SUTHERLAND.....Courier
UTE.....Independent
VAC.....Observer
WALL LAKE.....Blade
WASHTA.....Journal
WEBSTER CITY.....Freeman
WEST BEND.....Journal
WOODBINE.....Bugle
WOODWARD.....Enterprise

South Dakota—53 Papers.

ALCESTER.....Union
ARLINGTON.....Sun
ARMOUR.....Tribune
ARMOUR.....Herald
ARTESIAN.....Chronicle
AURORA.....Times
BELLE FOURCHE.....Bee
BLOOMINGTON.....Courier
BRIDGEWATER.....Times
CANTON.....Advocate
CANTON.....Farmers' Leader

CHICAGO NEWSPAPER UNION LISTS.

CANTON.....	News
CARTHAGE.....	News
CENTERVILLE.....	Journal
CLARK.....	Honest Dollar
CLARK.....	Pilot-Review
DELL RAPIDS.....	Times
EDEN.....	Tribune
EDGERTON.....	News
EGAN.....	Express
ELK POINT.....	Courier
ELK POINT.....	Leader
ELKTON.....	Record
FAULKTON.....	Republican
FAULKTON.....	Times
FLANDREAU.....	Enterprise
GANN VALLEY.....	Chief
HERMOSA.....	Pilot
HILL CITY.....	Mining News
HOT SPRINGS.....	Star
IROQUOIS.....	Chief
LEBANON.....	Politician
LETCHER.....	Blade
MITCHELL.....	Mail
MONROSE.....	Herald
OELRICHS.....	Times
OLIVET.....	Herald
ONIDA.....	Journal
PARKER.....	Press
PARKSTON.....	Advance
PLANKINTON.....	Herald
PLANKINTON.....	Standard
SALEM.....	Register
SCOTLAND.....	Republican
SIoux FALLS.....	Journal
SPEARFISH.....	Daily Bulletin
ST. LAWRENCE.....	Journal
STURGIS.....	Advertiser
TYNDALL.....	Register
VALLEY SPRINGS.....	Vidette
WATERTOWN.....	Journal
WOONSOCKET.....	News
WOONSOCKET.....	Times

Nebraska—42 Papers.

AINSWORTH.....	Home Rule
AINSWORTH.....	New Idea
ALLEN.....	News
ATKINSON.....	Enterprise
BLOOMFIELD.....	Monitor

CHADRON.....	Journal
CLAY CENTER.....	Sun
COLERIDGE.....	Blade
COLUMBUS.....	Journal
COLUMBUS.....	Family Journal
COLUMBUS.....	Sunday Telegram
CRAWFORD.....	Boomerang
DAKOTA CITY.....	Eagle
DODGE.....	Advertiser
GIBBON.....	Beacon
HASTINGS.....	Nebraskan
HAY SPRINGS.....	Review
HEBRON.....	Mail
HOMER.....	Independent
JACKSON.....	Criterion
LONG PINE.....	Rep. Journal
MADISON.....	Ind. Reporter
NORDEN.....	Borealis
NORFOLK.....	Sunday News
NORTH PLATTE.....	Telegraph
O'NEILL.....	Alliance-Tribune
O'NEILL.....	Sun
ORD.....	Advocate
OSMOND.....	Advance
PAGE.....	Eye
PENDER.....	Republican
PONCA.....	Journal
RANDOLPH.....	Times
RUSHVILLE.....	Standard
SHELTON.....	Clipper
SOUTH SIOUX CITY.....	Times
SPENCER.....	Bee
SPRINGVIEW.....	Herald
SPRINGVIEW.....	Republican
VALENTINE.....	Blade
WAYNE.....	Journal
WILCOX.....	Post

Other States—9 Papers.

ALDEN, Minn.....	Advance
BEAVER CREEK, Minn.....	Magnet
COTTONWOOD, Minn.....	Current
DOUGLAS, Wyoming.....	Budget
JASPER, Minn.....	Journal
LUSK, Wyo.....	Herald
PIPESTONE, Minn.....	Leader
SHERIDAN, Wyo.....	Enterprise
WORTHINGTON, Minn.....	Globe

STANDARD NEWSPAPER UNION,

99 Papers,

Published in Illinois, Missouri and Iowa.

Illinois—52 Papers.

ABINGTON.....	Argus
ALEDO.....	Democrat
ARROWSMITH.....	News
BARRY.....	Adage
BUDA.....	Plain Dealer
CAIRO.....	Daily Argus
CAMBRIDGE.....	Chronicle
CARTHAGE.....	Journal
CASEY.....	Banner
CERRO GORDO.....	Era
CHANDLERVILLE.....	Times
CHILLICOTHE.....	Enquirer
COLFAX.....	Leader
EFFINGHAM.....	Republican
ELMWOOD.....	Gazette
FAIRVIEW.....	Bee
GALESBURG.....	Press and People
GALVA.....	News
GIBSON CITY.....	Daily Enterprise

GOOD HOPE.....	Torpedo
HAMILTON.....	Press
HAVANA.....	Press
HOOPESTON.....	Daily Chronicle
HOOPESTON.....	Weekly Chronicle
HOPEDALE.....	Review
KNOXVILLE.....	Republican
LEWISTON.....	News
MAROA.....	News
MARSHALL.....	Democrat
MONICA.....	Telephone
MONMOUTH.....	Democrat
MORRIS.....	Daily Times
NEOGA.....	Progress
NEWMAN.....	Independent
ONARGA.....	Review
OQUAWKA.....	Democrat
PANA.....	Gazette
PONTIAC.....	Free Trader and Observer
PRINCEVILLE.....	Telephone
QUINCY.....	Optic



RIDGE FARM.....Times
 ROSSVILLE.....Press
 SHELBYVILLE.....Daily Union
 SHELBYVILLE.....Leader
 SHELBYVILLE.....Weekly Union
 SIDELL.....Journal
 TOLEDO.....Reporter
 TUSCOLA.....Express
 VIRDEN.....Republican
 VIRGINIA.....Reporter
 WYANET.....Enquirer
 WYANET.....Call

Missouri—21 Papers.

BROOKFIELD.....Argus
 CHILLICOTHE.....Weekly Tribune
 EAGLEVILLE.....Monitor
 GRANT CITY.....Star
 KAHOKA.....Review
 LA BELLE.....Star
 LAREDO.....Tribune
 MAITLAND.....Herald
 MARYVILLE.....Daily Democrat
 MEMPHIS.....Farmers' Union
 MENDON.....Citizen
 MILAN.....Republican
 MOBERLY.....Daily Monitor
 PARNELL.....Times
 PRINCETON.....Telegraph
 QUEEN CITY.....Transcript
 REA.....Times
 SHELBYVILLE.....Torchlight
 SPICKARDSVILLE.....Gazette

ST. JOSEPH.....Star
 STOUTSVILLE.....Banner

Iowa—17 Papers.

ALLERTON.....News
 BLOOMFIELD.....Farmer
 CENTRAL CITY.....News Letter
 CHARITON.....Herald
 CORYDON.....Herald
 CRESTON.....Daily Commonwealth
 LEON.....Fact
 MILTON.....Herald
 MOUNT PLEASANT.....Daily News
 MOUNT PLEASANT.....Sun
 NEW LONDON.....Weekly News
 OTTUMWA.....World
 NEW SHARON.....Sun
 SEYMOUR.....Press
 VINTON.....Semi-weekly Eagle
 WELLMAN.....Advance
 WEST LIBERTY.....Index

Other States—9 Papers.

BERLIN, Wis.....Daily Journal
 CHARLOTTE, Mich.....Tribune
 DIMONDALE, Mich.....News
 GOSHEN, Ind.....Daily Times
 GRAND HAVEN, Mich.....Daily Tribune
 GRAND RAPIDS, Mich.....South End News
 HAMMOND, Ind.....Daily News
 NEENAH, Wis.....Daily News
 OSAGE CITY, Kan.....Free Press

FORT WAYNE NEWSPAPER UNION,

160 Papers,

Published in Indiana, Ohio and Michigan.

Indiana—66 Papers.

ALEXANDRIA.....Times
 ANGOLA.....Herald
 AUBURN.....Courier
 AVILLA.....News
 BATESVILLE.....Independent Record
 BLOOMINGTON.....Progress
 BLUFFTON.....Banner
 BLUFFTON.....Bugle
 BLUFFTON.....Chronicle
 BOURBON.....Mirror
 BOYLESTON.....Agent
 BROOKSTON.....Reporter
 BUTLER.....Record
 BUTLER.....Review
 CHRISNEY.....Sun
 CLAY CITY.....Reporter
 COLUMBIA CITY.....Commercial
 COLUMBIA CITY.....Daily Commercial
 COLUMBIA CITY.....Post
 CORYDON.....Democrat
 DECATUR.....Democrat
 DUBLIN.....Wayne Register
 FAIRMOUNT.....News
 FORT WAYNE.....Dispatch
 FORT WAYNE.....Saturday Dispatch
 FORT WAYNE.....Saturday Sentinel
 GARRETT.....Clipper
 GENEVA.....Herald
 HARLAN.....News
 HARTFORD CITY.....Arena
 HARTFORD CITY.....Telegram
 HARTFORD CITY.....Times
 HUNTINGTON.....Saturday Herald
 JONESBORO.....News
 KENDALLVILLE.....Hoosier Tidings
 KENDALLVILLE.....Standard

KOKOMO.....Saturday Dispatch
 KNOX.....Starke Co. Republican
 LA GRANGE.....Democrat
 LA GRANGE.....Sentinel
 LEESBURGH.....Standard
 LIGONIER.....Leader
 MARTINSVILLE.....Daily Gazette
 MARTINSVILLE.....Gazette
 MEXICO.....Enterprise
 MIDDLEBURY.....Independent
 MILFORD.....Mail
 MONROEVILLE.....Breeze
 NEWBURGH.....Leader
 NEW CASTLE.....People's Press
 NORTH VERNON.....Sun
 OSSIAN.....News
 PIERCETON.....Record
 PORTLAND.....Commercial
 ROANN.....Clarion
 ROCKVILLE.....Tribune
 ST. JOE.....News
 SOUTH WHITLEY.....News
 WARSAW.....National Union
 WATERLOO.....Press
 W. LEBANON.....Gazette
 WINCHESTER.....Democrat
 WINCHESTER.....Herald
 WINCHESTER.....Journal
 WOLCOTTVILLE.....Globe
 WORTHINGTON.....Times

Ohio—71 Papers.

ANTWERP.....Argus
 ARCHBOLD.....Herald
 BELLE CENTRE.....Pilot
 BELLEVUE.....Local News
 BUCYRUS.....Forum
 CALEDONIA.....Argus

CHICAGO NEWSPAPER UNION LISTS.

CANTON.....Sunday Herald
 CELINA.....Democrat
 CIRCLEVILLE.....Democratic Herald
 COLUMBUS GROVE.....Vidette
 CRESTLINE.....Vidette
 DEFIANCE.....Republican Express
 DEGRAFF.....Buckeye
 DELPHOS.....Courant
 DELPHOS.....Herald
 DELTA.....Atlas
 DESHLER.....Flag
 DUNKIRK.....Standard
 ELMORE.....Independent
 FAYETTE.....Record
 FINDLAY.....Union
 FINDLAY.....Jeffersonian
 FORT RECOVERY.....News
 FOSTORIA.....Daily Dispatch
 FOSTORIA.....Dispatch
 FOSTORIA.....Democrat
 FREMONT.....Messenger
 GALION.....Leader
 GIBSONBURG.....Enterprise
 GREENWICH.....Democrat
 HARRISON.....News
 HICKSVILLE.....Republican
 LANCASTER.....Liberty Press
 LIBERTY CENTRE.....Advertiser
 LIMA.....Republican-Gazette
 LOGAN.....Democrat
 LOUDONVILLE.....Herald
 LOUISVILLE.....Herald
 MANSFIELD.....Herald
 MCCOMB.....Herald
 MCCONNELLSVILLE.....Herald
 MIDDLEFIELD.....Messenger
 MONTPELIER.....Enterprise
 MONTPELIER.....Leader
 NAPOLEON.....News
 NELSONVILLE.....Enterprise
 NEVADA.....Plain Talk
 NEW HOLLAND.....Times
 NORTH BALTIMORE.....Sentinel
 OAKWOOD.....Times
 OHIO CITY.....Times

PAULDING.....Republican
 PAULDING.....News
 PLYMOUTH.....Advertiser
 PORT CLINTON.....Republican
 REPUBLIC.....Seneca Chief
 ROCKFORD.....Free Press
 ST. MARY'S.....Graphic
 ST. MARY'S.....Dollar Sentinel
 ST. MARY'S.....Argus
 SPENCERVILLE.....Journal
 SHREVE.....Republican
 STRYKER.....Advance
 SYLVANIA.....Times
 THORNVILLE.....News
 VAN WERT.....Republican
 VAN WERT.....Bulletin
 VERSAILLES.....Policy
 WAUSEON.....Tribune
 WHITEHOUSE.....News
 WOOSTER.....Herald

Michigan--23 Papers.

BIG RAPIDS.....Pioneer
 BOYNE CITY.....Citizen
 BROOKLYN.....Exponent
 COLON.....Express
 CONCORD.....Independent
 FENTON.....Courier
 GLADWIN.....Record
 GRASS LAKE.....News
 GRAYLING.....Northern Democrat
 HOWARD CITY.....Record
 MANTON.....Tribune
 MASON.....Democrat
 MENDON.....Globe
 MONROE.....Commercial
 NORTH BRANCH.....Gazette
 READING.....Hustler
 REED CITY.....Democrat
 SAND BEACH.....Democrat
 ST. CHARLES.....Independent
 STURGIS.....Saturday Mail
 TRAVERSE CITY.....People's Advocate
 WAYLAND.....Globe
 WHITE PIGEON.....Journal

MILWAUKEE NEWSPAPER UNION.

MILWAUKEE, WIS.

90 Papers.

Published in Wisconsin and adjoining States.

Wisconsin--75 Papers.

ANTIGO.....Republican
 ANTIGO.....Langlade Co. Special
 AHNAPPE.....Record
 BURLINGTON.....Standard Democrat
 BEAVER DAM.....Citizen
 BRANDON.....Times
 BERLIN.....Weekly Courant
 CENTRALIA.....Enterprise
 CEDARSBURG.....News
 COLUMBUS.....Republican
 DEPERE.....Echo of the Valley
 DELEVAN.....Enterprise
 EAGLE RIVER.....Review
 EAGLE.....Sun
 ELROY.....Tribune
 FIELDED.....Advocate
 GREENWOOD.....Gleaner
 HURLEY.....Tribune
 HORICON.....Reporter
 HARTFORD.....Press
 HILLSBORO.....Sentry
 INDEPENDENCE.....Wave

JUNEAU.....Telephone
 JANEVILLE.....Republican
 KAUKAUNA.....Times
 KEWAUNEE.....Enterprise
 MILWAUKEE.....Advertiser
 MINOCQUA.....Times
 MANITOWOC.....Tribune
 MERRILL.....Lincoln Co. Advocate
 MENOMONEE FALLS.....News
 MUKWONAGO.....Chief
 MERRILLAN.....Leader
 MONROE.....Sun
 MILTON.....Telephone
 NEW LISBON.....Argus
 NEW RICHMOND.....Republican
 NECEDAH.....Republican
 OSSEO.....Blade
 OMRO.....Enterprise
 OCONOMOWOC.....Democrat
 OMRO.....Journal
 ONTARIO.....Sentinel
 PARDEEVILLE.....Times
 PALMYRA.....Enterprise

CHICAGO NEWSPAPER UNION LISTS.

PHILLIPS.....Times
PRENTICE.....Journal
PHILLIPS.....Bee
PT. WASHINGTON.....Advertiser
REESEVILLE.....Review
RIPON.....Commonwealth
RICHLAND CENTER.....Republican-Observer
RHINELANDER.....Herald
SHEBOYGAN.....Times
SPARTA.....Herald
SHAWANO.....Advocate
SUPERIOR.....Times
SPENCER.....Tribune
SHEBOYGAN.....Telegram
STEVENS POINT.....Gazette
TOMAHAWK.....The Tomahawk
TWO RIVERS.....Chronicle
TOMAH.....Monitor
THORP.....Courier
VIROQUA.....Leader
VIOLA.....Intelligencer
WEST BEND.....Pilot
WONEWOC.....Reporter
WAUWATOSA.....Pick Axe
WINNECONNE.....Local
WAUSAU.....Central Wisconsin
WATERTOWN.....Republican
WAUPUN.....Leader
WATERLOO.....Democrat

WAUPUN.....Leader
WATERLOO.....Democrat
WAUPACA.....Post

Minnesota—4 Papers.

HOUSTON VALLEY.....Signal
LAKE CITY.....Graphic-Sentinel
MAZEPPA.....Tribune
ST. CHARLES.....Union

Michigan—5 Papers.

GLADSTONE.....Delta
GLADSTONE.....Express
IRONWOOD.....Times
IRONWOOD.....Advocate
LUDINGTON.....Appeal

Iowa—4 Papers.

CRESTON.....Daily Commonwealth
GARNER.....Signal
OLIN.....Recorder
WAUKON.....Standard

Indiana—1 Paper.

WATERLOO.....Democrat

Missouri—1 Paper.

MOBERLY.....Daily Monitor

SIOUX CITY INDEPENDENT UNION,

157 Papers,

Published in Iowa, South Dakota and Nebraska.

Iowa—65 Papers.

AUDOBON.....Advocate
ALTA.....Advertiser
ASHTON.....Leader
ALVORD.....Advertiser
BOYDEN.....Citizen
BRADGATE.....Herald
CHEROKEE.....Democrat
CORRECTIONVILLE.....News
DANBURY.....Criterion-News
DELMAR.....Journal
DALLAS CENTER.....Times
DICKENS.....Tribune
EARLY.....News
ESTHERVILLE.....Democrat
EMMETTSBURG.....Democrat
GEORGE.....News
HAWARDEN.....Independent
HARLAN.....Industrial-American
HAMPTON.....Globe
IRETON.....Clipper
IDA GROVE.....Watch
IRWIN.....Republic
LINN GROVE.....Independent
LEWIS.....Independent
LEEDS.....Leader
LITTLE ROCK.....Call
LEHIGH.....Echo
LITTLE SIOUX.....Independent
MADRID.....Register
MARCUS.....News
MASSENA.....Star
MAPLETON.....Press
MO. VALLEY.....Daily Times
MANSON.....Democrat
MARATHON.....Republic
MAURICE.....Free Press
MODALE.....Pride
MOVILLE.....Mail

MILFORD.....Mail
OTO.....Leader
ONAWA.....Sentinel
OCHEYEDAN.....Press
ONAWA.....Democrat
ODEBOLT.....Free Press
PRIMGHAR.....Bell
PETERSON.....Patriot
REMSEN.....Bell
ROCK RAPIDS.....Reporter
ROCK VALLEY.....Register
SPIRIT LAKE.....Democrat
SANBORN.....Pioneer
SHELDON.....F. & T. Journal
SLOAN.....Eagle
SIOUX CITY.....Star
SIOUX CITY.....Stylus
SIOUX RAPIDS.....Press
SMITHLAND.....Exponent
WESLEY.....Reporter
WATERLOO.....Tribune
WEBSTER CITY.....Weekly Herald
WEBSTER CITY.....Daily Herald
WHITING.....Herald
WILLIAMS.....Reporter

South Dakota—33 Papers.

ARMOUR.....Chronicle
BRADLEY.....Globe
BRYANT.....Post
HERESFORD.....News
BLUNT.....Advocate
CASTLEWOOD.....Times
CHAMBERLAIN.....Democrat
CLARK.....Republican
CUSTER.....Chronicle
CUSTER.....Mail
CASCADE.....Geyser
CENTERVILLE.....Chronicle-Index



FOREST CITY.....Capitol Press
GARRETSON.....Progress
GROTON.....Independent
HARROLD.....Star
HOWARD.....Advance
HOWARD.....Democrat
HIGHMORE.....Herald
IROQUOIS.....Herald
KIMBALL.....Graphic
LENNOX.....Independent
LAKE PRESTON.....Times
PARKER.....Democrat
SPEARFISH.....Register
SOUTH SHORE.....Standard
VERMILLION.....Plain Talk
WAKONDA.....Monitor
WILLOW LAKES.....News-Rustler
WESSINGTON SPRINGS.....Republican
WESSINGTON SPRINGS.....Sieve
YANKTON.....Weekly Journal
YANKTON.....Daily Journal

North Dakota—1 Paper.

FORMAN.....Independent

Nebraska—51 Papers.

ANSLEY.....Chronicle
ARCADIA.....Courier
ARLINGTON.....Defender
BEEMER.....Times
BANCROFT.....Independent
BLAIR.....Courier
BREWSTER.....News
CHAMBERS.....Bugle
CLEAR WATER.....Message
CLAY CENTER.....Gazette-Democrat
CRAWFORD.....Clipper
CRAWFORD.....Tribune
DAVID CITY.....News
DIXON.....Index
GANDY.....Star
HARTINGTON.....Nonpareil Democrat
HARTINGTON.....Herald
HAYS CENTER.....Times
HILDRETH.....Telescope
HOOPER.....Sentinel
HYANNIS.....Tribune
LYONS.....Mirror

MASON CITY.....Transcript
MADISON.....Chronicle
NELIGH.....Tribune
NELIGH.....Advocate
NELIGH.....Public Opinion
NORTH BEND.....Star
NIOBRARA.....Tribune
NEWPORT.....Advocate
OAKLAND.....Independent
OAKDALE.....Guard
O'NEILL.....Frontier
ORCHARD.....Independent
PLAINVIEW.....Gazette
PIERCE.....County Call
PETERSBURG.....Press
PENDER.....Times
PONCA.....Gazette
SOUTH SIOUX CITY.....Democrat
STANTON.....Democrat
SOUTH SIOUX CITY.....Argus
STOCKHAM.....Vidette
THEDFORD.....Veteran
TEKAMAH.....Herald
WAUSA.....Enterprise
WAYNE.....Democrat
WAKEFIELD.....Republican
WEST POINT.....Progress
WINSIDE.....Watchman
WISNER.....Chronicle

Minnesota—7 Papers.

ELLSWORTH.....News
JACKSON.....Pilot
LAKE CRYSTAL.....Union
LAKEFELT.....Standard
LIVERNE.....News
PAYNESVILLE.....News
SHERBURN.....Advance

Kansas—1 Paper.

NORCATUR.....Register

Recapitulation.

IOWA.....65 Papers
SOUTH DAKOTA.....33 "
NEBRASKA.....51 "
MINNESOTA AND OTHER STATES 9 "

INDIANA NEWSPAPER UNION,**102 Papers,***Published in Indiana and Illinois.***Indiana—90 Papers.**

ANDERSON.....People's Journal
ARCADIA.....Arcadian
ATLANTA.....Herald
AUBORA.....Odd Fellow
BLOOMINGTON.....Courier
BOONEVILLE.....Standard
BRAZIL.....Miner
BRAZIL.....New Era
BRIGHTWOOD.....News
BRISTOL.....Banner
BROAD RIPPLE.....Beacon
BROWNSBURG.....Record
BUNKER HILL.....Press
CAMDEN.....Expositor
CAMPBELLSBURG.....Graphic
CANNELTON.....Enquirer
CARMEL.....Citizen
CARMEL.....Signal
CARPENTERS.....Record
CATYUGA.....Herald
CHALMERS.....Bulletin

CICERO.....New Era
COVINGTON.....Spence's People's Paper
DANVILLE.....Gazette
DARLINGTON.....Echo
FLORA.....Fountain City Enterprise
FORTVILLE.....Sun
FOWLER.....Era
FRANCESVILLE.....West-Side Enterprise
GALVESTON.....News
GOSPORT.....Enterprise
GRANDVIEW.....Monitor
GREENFIELD.....Republican
GREENWOOD.....Graphic
HAUGHVILLE.....Mirror
HOPE.....News Journal
HUNTINGBURGH.....Argus
INDIANAPOLIS.....People
INDIANAPOLIS.....Funny News
INDIANAPOLIS.....Globe
INDIANAPOLIS.....Methodist Voice
INDIANAPOLIS.....Record
INDIANAPOLIS.....Saturday Leader

CHICAGO NEWSPAPER UNION LISTS.

INDIANAPOLIS..Champion of Right and Freedom

IRVINGTON.....	Item
JAMESTOWN.....	Tribune
KEWANNA.....	Herald
KIRKLIN.....	Air Line News
KNIGHTSTOWN.....	Banner
LAPEL.....	Dispatch
LAUREL.....	Review
LIBERTY.....	Herald
LOGANSPOET.....	Times
LOOGOOTEE.....	Tribune
MONON.....	Monitor
MOORESVILLE.....	News
MORRISTOWN.....	Star
NASHVILLE.....	Democrat
NEW RICHMOND.....	Times
NORTH INDIANAPOLIS.....	Times
ORLEANS.....	Progress
PAOLI.....	News
PLAINFIELD.....	Progress
RENSSELAER.....	Republican
REYNOLDS.....	News
RICHMOND.....	Enterprise
RISING SUN.....	News
ROCKPORT.....	Recorder
ROCKVILLE.....	Journal
ROYAL CENTER.....	Record
SHERIDAN.....	Enterprise
SILVER LAKE.....	News

SPENCER.....	Democrat
TELL CITY.....	Journal
TERRE HAUTE.....	Standard Farmer
THORNTOWN.....	Journal
TROY.....	Argus
VEEDERSBURG.....	Times
WANATAH.....	Free American
WAVELAND.....	News
WESTFIELD.....	Independent
WESTFIELD.....	Gazette
WEST INDIANAPOLIS.....	News
WEST INDIANAPOLIS.....	Herald
WESTPORT.....	West Side
WINAMAC.....	Independent
ZIONSVILLE.....	Republican

Illinois—10 Papers.

ARGENTA.....	Herald
DANVERS.....	Dispatch
FORSYTHE.....	World
MANSFIELD.....	Express
MARSHALL.....	Messenger
MATTOON.....	Star
OAKLAND.....	Awbrow Pilot
SHELDON.....	News
WINDSOR.....	Gazette
WARRENSBURG.....	Times

Kentucky—1 Paper.

IRVINE.....	Eagle
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WISCONSIN PUBLISHERS' UNION,

64 Papers,

Published Principally in Wisconsin.

Wisconsin—64 Papers.

ALBANY.....	Vindicator
ARCADIA.....	Leader
BARABOO.....	News
BLOOMER.....	Advance
BEAVER DAM.....	Argus
BELLEVILLE.....	Recorder
BELOIT.....	Weekly Citizen
BLACK EARTH.....	Phonograph
BRACK RIVER FALLS.....	Post
BLOOMINGTON.....	Record
BRODEHEAD.....	Register
CADOTT.....	Blade
CAMBRIA.....	News
CAMBRIDGE.....	News
CHETEK.....	Chetek Alert
CLINTON.....	Herald
COLBY.....	Phonograph
CRANDON.....	Republican
DEERFIELD.....	Journal
ELROY.....	Chronicle
ELROY.....	Statesman
ELLSWORTH.....	Eagle
EDGERTON.....	Index
HORTONVILLE.....	Review
HUDSON.....	True Republican
INDEPENDENCE.....	News
KEWAUNEE.....	New Era
LAKE MILLS.....	Leader
MAYVILLE.....	News
MAZOMANIE.....	Sickle
MONTICELLO.....	News
MONROE.....	Gazette
MEDFORD.....	Star and News
MILTON JUNCTION.....	News
MINERAL POINT.....	Tribune
MARSHFIELD.....	Times

MONDOVI.....	Herald
NEILLSVILLE.....	Times
ONALASKA.....	Record
OREGON.....	Observer
POYNETTE.....	Press
PRAIRIE DU SAC.....	News
RIO.....	Reporter
RHINELANDER.....	Vindicator
SHAWANO.....	Journal
SPARTA.....	Democrat
SPRING GREEN.....	News
STOUGHTON.....	Courier
STOUGHTON.....	Hub
THREE LAKES.....	Forest Leaves
TOMAH.....	Herald-Advertiser
TREMPEALEAU.....	Herald
WAUTOMA.....	Argus
WEST SALEM.....	Journal

Iowa—3 Papers.

ALGONA.....	Upper Des Moines
LAWLER.....	Dispatch
POSTVILLE.....	Review

Illinois—3 Papers.

OREGON.....	Independent Democrat
ROCHELLE.....	Herald
WOODSTOCK.....	Democrat

Minnesota—2 Papers.

CARVER.....	Free Press
LE ROY.....	Independent

South Dakota—2 Papers.

ONIDA.....	Watchman
FLANKINTON.....	Beacon



ADVERTISING RATES.

AGATE MEASURE, PER WEEK.

Chicago Newspaper Union List,	-	404 Papers, \$2.50 per line.
Standard Newspaper Union List,	-	99 Papers, .75 per line.
Fort Wayne Newspaper Union List,	- -	160 Papers, 1.25 per line.
Sioux City Newspaper Union List,	-	181 Papers, 1.25 per line.
Milwaukee Newspaper Union, List,	- -	90 Papers, .75 per line.
Wisconsin Publishers' Union List,	-	64 Papers, .75 per line.
Indiana Newspaper Union List,	- -	102 Papers, .75 per line.
Sioux City Independent Union List,	-	157 Papers, 1.25 per line.

Combined Rate for the Eight Lists (1,257 Papers), \$9.00 per Line.

Reading notices, set in minion type, 50 per cent extra for space occupied, agate measurement.

These prices are subject to large discounts, according to amount of order.

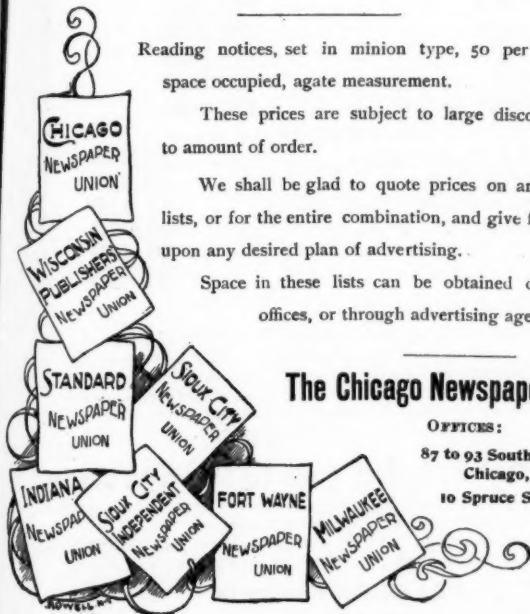
We shall be glad to quote prices on any of the above lists, or for the entire combination, and give full information upon any desired plan of advertising.

Space in these lists can be obtained direct from our offices, or through advertising agencies.

The Chicago Newspaper Union,

OFFICES:

87 to 93 South Jefferson St.,
Chicago, Ill., and
10 Spruce St New York.



"Suspicion Poisoning his brother's cup."



That's what Cataline said. He was an aggressive old Roman, oftentimes the under dog in the fight, but he hit straight from the shoulder. Suspicion is what haunts the general advertiser; and it is the quiet but underhanded enemy that gives the death-blow to many a newspaper—those that boast most valiantly being often the greatest sufferers.

There is no Suspicion of A Known Circulation.

What will convince you? The evidence? Here it is:

Known Circulation for past Four Weeks:

February 13th,	179,065	Copies.
" 20th,	177,200	"
" 27th,	198,500	"
March 5th,	196,555	"
Total,	751,320	"
Weekly average,	187,830	"

DISTRIBUTION.

New York State circulation,	74,528
Pennsylvania State,	15,323
New England States,	41,459
Miscellaneous,	40,070
Canadian,	16,450
	<u>187,830</u>

Utica is not pent up.

It is a prosperous city of 50,000 people, in the heart of the most prosperous part of the great State of New York. The farms surrounding this center of trade are estates, and the farmers are country gentlemen. Their families are large; the boys go to college, the girls entertain,—and the blessed old home is the pride and Mecca of them all! They are a thrifty, proud, intelligent, well-dressed people.

Saturday Globe goes to them Weekly.

They read it Saturday evening under the family banquet lamp, and pass it around the circle; they read it "after church" on Sunday, and they swear by it at the village store on Monday. Mark you, 187,830, and every copy goes to a family, a home—not to one subscriber alone.

A. FRANK RICHARDSON,

Chicago.

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New York.